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Automotive News

October 16, 1989

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GM shifts production, 3 plants may close

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors last week began the wholesale shuffling of vehicle production among North American assembly plants, sending chills over next year's labor negotiations.

Job security will be the foremost contract issue in 1990. And with its production shifts, GM jeopardized at least two entire assembly plants and part of a third.

The shifts, which will ultimately lead to at least one plant closing, had been expected as the No. 1 automaker struggled with excess capacity born of lost market share.

In a series of announcements made Thursday at affected plants across North America, GM said:

- A Flint, Mich., truck plant will take on full-sized van production from two other plants, saving the Flint plant from closing;
- A part of the Lordstown, Ohio, complex that builds vans will close, idling 2,500 workers; and
- Plants in Scarborough, Ontario; Ste. Therese, Quebec; and Van Nuys, Calif. will have to await approval of future products before learning their fates. Scarborough and Van Nuys are potential candidates for closing.

The Scarborough plant will lose its van production to the Flint plant. GM has said a replacement product will be sought for the plant.

The Ste. Therese plant will produce the next-generation Pontiac Firebird and Chevrolet Camaro — if GM proceeds with the new-car program.

The vehicles would debut in the 1992-93 time frame. Ste. Therese had been rumored to be on a closing list for as early as next September. It now builds the Chevrolet Celebrity for the Canadian market and the Oldsmobile Cutlass Ciera, sold in Canada and the United States.

Selection of the potential manufacturing site for the F-car, as the Camaro/Firebird is known within GM, moves the vehicle program a step closer to corporate approval. GM sources now expect the redesigned F-car to be approved within six months. The new F-car has been on shaky-ground with GM's finance people.

AUTOMOTIVE NEWS/JOE WILSBERG

Buick officials of Local 598 in Flint talk after learning that GM will move van production to their plant. "The place went wild" when word arrived, said financial secretary Charlie Phillips, center.

GM PLANT SHUFFLE

Plant	Now	Next (when)
Flint trk.	Blazer +	Vans (91/92)
Janesville	Cavalier +	Blazer + (92)
Lordstown trk.	Vans	Closing
Scarborough	Vans	Waiting
Ste. Therese	Celebrity/Ciera	Camaro + (92/93)
Van Nuys	Camaro +	Waiting
Pontiac	Waiting	Waiting
Oklahoma City	6000/Ciera +	6000?/Ciera +

+ = More models

The current version of the Firebird and Camaro are built at the Van Nuys plant. Unless another product is assigned there, that plant could close when the new Firebird and Camaro debut.

GM has told plant employees to continue studying producing a variety of vehicles to be sold on the West Coast.

The shutdown at Lordstown and the previous closings of other plants, coupled with the prospect of more plant closings, will strain contract talks between GM and the UAW. Their contract expires next September, and early talks have begun.

UAW Vice President Stephen Yokich, who assumed control of the union's GM department last summer, said he is disturbed by the flurry of announcements.

"It suggests not only disarray but flagrant insensitivity and disregard for UAW-represented GM workers who are meeting the challenge of boosting GM's quality and pro-

see GM, page 51

GM, Ford, Renault broaden quest for small Europeans

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The day of reckoning may be at hand in the European auto industry as three independent prestige carmakers — each with profits strained by tough U.S. competition — appear ready to merge with or be acquired by volume makers.

Several developments last week suggest the start of a long-awaited European shakeout that will affect the car and truck industries both here and in the United States. Among them:

see EUROPE, page 50

TRANSPLANT LIGHT-DUTY TRUCK CAPACITY
(In thousands of units)
(Unofficial est.)

	1988	1990	1992	1994
Nissan	100	100	150	200
Isuzu		60	60	90
Suzuki		40	40	40
Mazda		15	15	15
Toyota			100	150
Subaru				30
TOTALS	100	215	375	525

LIGHT-DUTY TRUCK SALES
(In thousands of units)

	Total	Imports
1986	4,604	940
1987	4,668	868
1988	4,807	704
1989 (est.)	4,700	635

Truck battle looms

Transplants building capacity for 525,000 units

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NASHVILLE, Tenn. — While the domestic industry worries about its shrinking share of the U.S. car market, a gritty battle is shaping up in the important light-duty-truck market.

Truck imports have fallen sharply since 1986, and the Big 3 have developed the segment into a strong profit center. But Japan's major carmakers are positioning themselves to take a larger share of pickup, van and sport-utility-vehicle sales with increased U.S. plant capacity.

By the mid-1990s, transplants and joint ventures with the Big 3 could be supplying more than 10 percent of the U.S. light-duty-truck market. Transplant facilities will yield about 375,000 pickups and utility vehicles annually by 1992, an increase from 100,000 this year. By 1994, new plants and expansions could raise transplant truck capacity to more than 500,000 units a year.

"The light-truck market is really the only area in the industry where the Japanese have taken a beating," said analyst David Healy of Drexel Burnham Lambert. "Bringing more production to the U.S. can only improve their situation."

The stakes are high on both sides of the fence. For offshore manufacturers, light trucks represent a growing segment of a crowded industry. Although sales were flat for the first half of this year, the segment has

see TRUCKS, page 46

Auction growth

Auctions reach peak

Anglo, GE, Manheim own 10 biggest

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Auto auction officials are cheering 1988 as another record year for sales. It was a year that saw the three leading chains completely take over the list of the top 10 sellers.

The three chains are Manheim Auctions, GE Capital Auto Auctions and Anglo American Auto Auct

The industry's 10 leading auctions had combined sales of $4.7 billion on a unit volume of about 700,000 vehicles, up from $3.9 billion on a unit volume of 630,000 vehicles the previous year.

Cars from daily rental agencies plus fleet and lease vehicles continued to spur industry growth.

Although the industry does not compile its own statistics, 1989

see AUCTION, page 51

NEWSPAPER

Automakers reveal marketing strategies

Marketing managers talk straight in Marketing Extra, after Page 23.

"And we intend to do it with the sometimes controversial, yet always entertaining, Isuzu sense of humor. With what we've been up against — the voluntary restraint agreement, U.S. Customs, etc. — had we taken this all too seriously, we would have slit our wrists a long time ago!"

Fritz Kern
Vice President
American Isuzu Motors

2 more Ford programs over budget

Explorer and Escort/Tracer join Thunderbird in overrun column

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

In the face of a massive cost-cutting offensive, two more major Ford Motor Co. product programs are over budget.

John O'Connor, Ford Motor Co. vice president and controller, said both the Explorer sport-utility-vehicle project and the new Escort/Tracer program are coming in "slightly" above original projections. But Ford does not yet know how much over budget they are, he said.

O'Connor

They are the second and third over-budget major product programs at Ford in the last year. The other was Thunderbird/Cougar, which was introduced in December 1988. Ford's upper management sharply criticized Team Thunderbird product managers. Ford said at the time that many problems that beset the Thunderbird project were identified and would be settled in the future.

O'Connor said the cost overruns on the Thunderbird/Cougar project were much larger than those Ford is experiencing with the Explorer and Escort/Tracer.

Ford has said in the past that, like Chrysler Motors and General Motors, it is battling rising costs of vehicle production. Incentives, employee health care, more expensive materials and labor are contributing to the cost rise.

O'Connor blames the Escort/Tracer and Explorer cost overruns on the high price of meeting regulatory requirements — such as safety, emissions and fuel economy standards — as well as unfavorable exchange rates on parts and components sourced abroad and product competition.

Ford will work "right up to Job One" trying to reduce program costs, O'Connor said.

Ford has already established a full-time cost reduction group in its North American automotive operations to work with suppliers in cutting costs. The program, patterned after one at Mazda Motor Corp. in Japan, looks at all parts of the vehicle and determines if a particular part can be made less expensively or better.

Ford said it will work with suppliers to reduce costs on specific parts. Bumpers, interior trim, wiring and instrument panels will be the first four areas under review. A fifth area may be powertrains.

O'Connor acknowledged that North American automotive operations has several cost reduction efforts in effect, although many are not as "formal" as the supplier program. An automotive analyst

see FORD, page 49

AUTOMOTIVE NEWS/JOE WILKINS

John Middlebrook has helped steer Pontiac down the road to success.

Pontiac chief Middlebrook has the job he hoped to get

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — With great anticipation, John Middlebrook approached the office of Lloyd Reuss, General Motors executive vice president, one day in late May.

Reuss had summoned Middlebrook, then GM vice president in charge of corporate marketing and product planning, to his office to detail personnel changes.

William Lane, Oldsmobile general manager, was moving to a newly created post to work on dealer issues, Reuss told Middlebrook. "My first thought was that maybe I was heading out to Oldsmobile," Middlebrook recalled.

Reuss continued. J. Michael Losh, Pontiac general manager, would replace Lane at Oldsmobile.

"You mean . . . " Middlebrook blurted out.

"Yes. You're going to Pontiac," Reuss told him.

"That's what I wanted to hear," said Middlebrook, who had long been rumored to be next in line for the top Pontiac post. He kids that he started those stories.

"Oldsmobile was my original home, and I'm from Lansing, but my heart is at Pontiac," he said. Patting his chest, he added: "I've got a Pontiac crest on my chest from all my years there."

In fact, Middlebrook had a hand in Pontiac's turnaround.

An engineering graduate of General Motors Institute, Middlebrook started his GM career in 1959 at Oldsmobile. He worked briefly in engineering, then moved to sales. After taking an educational leave to obtain a master's degree in marketing at Michigan State University, Middlebrook joined Pontiac where he worked in sales analysis and marketing.

In 1981, Middlebrook, as Pontiac manager of product planning and development, was charged by the general manager at the time, William Hoglund, with gathering the troops for a conference on what to do about the beleaguered division. Sales for once-strong Pontiac had plummeted to the point that there was even talk within GM of doing away with the division.

"We didn't know where we'd be then," recalled Middlebrook. "The thing that we knew back then was that we needed to pick a direction and consistently stay with it long enough to know whether it was right or not."

That was contrary to what Pontiac had done in the recent past. In the 1960s, Pontiac had gained a reputation for performance and styling. In those glory days, Pontiac owned 10 percent of the mar-

see PONTIAC, page 49

'90 Escort to stay after '91 bows in Feb.

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

To help meet fuel-economy standards and to maintain Escort's nameplate sales leadership, Ford Motor Co. will continue to build the 1990 Escort until next even though production of all-new 1991 Escorts will begin in February.

It is a touchy situation for Ford. Philip Novell, Ford Division general sales manager, said, "We are going to have to develop a strategy so the launch of the 1991 Escort will not affect sales of the 1990 Escort."

Next month's shutdown of Ford's Wayne, Mich., assembly plant for changeover to the 1991 Escort will begin a series of crucial production shifts for Ford.

Ford hopes to maintain Escort as the best-selling nameplate in the United States, a title it has held for the last four model years.

In the 1989 model year, Ford sold 366,354 Escorts to beat Honda Accord by 3,919 units.

Ford also needs the fuel-efficient Escort for its domestic corporate average fuel economy numbers. But the downtime for model changeover threatens both sales leadership and CAFE.

POPULAR MECHANICS/JIM DUNNE

The redesigned 1991 Escort is based on the underpinnings of Mazda 323.

"In our conservative numbers, we get down to relatively low days' supply — like around 40 days — when we get out into April," said Thomas Wagner, general manager of Ford Division, at a press preview in Dearborn, Mich. "That's much lower than we typically would like to be, and there's some risk that we are losing some sales

see ESCORT, page 49

Quebec fire cuts off supply of powder to inflate air bags

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

A fire at a Canadian chemical plant could play havoc with North American air-bag production at a time when U.S. automakers have begun to install the systems in unprecedented numbers.

Part of CIL Corp.'s explosives manufacturing compound in McMasterville, Quebec, was destroyed in an Oct. 8 fire.

The facility, which has been closed, is the Western Hemisphere's only producer of sodium azide, the volatile powder used to inflate air bags. Virtually all air-bag systems produced for North American-built vehicles use the plant's powder.

A CIL spokeswoman said the company has not determined how long production will be halted. She declined to say how severely the facility was damaged. No one was injured.

A source familiar with the situation said production would probably be curtailed at least until mid-November and possibly into December. That raises the possibility that the Big 3 could run out of air bags, one of the devices they are using to comply with federal rules requiring passive restraints in all cars built after Sept. 1.

The CIL spokeswoman said the surviving inventory is "very low" but declined to be specific.

Two key customers of the Quebec plant are the major manufacturers of air-bag modules in North America — TRW Inc. and Morton International. Each supplies approximately 50 percent of the U.S. air-bag market.

An estimated 3.3 million imported and domestic vehicles are expected to be equipped with bags in the 1990 model year, compared to 480,000 in 1989.

TRW made immediate arrangements to source sodium azide from smaller production centers in West Germany and Japan, the only other sodium azide plants in the world. A TRW spokesman said his firm has enough inventory to last through the end of October, not counting what is coming from other plants.

A Morton spokeswoman said it has a several-week supply of the powder and has not attempted to source overseas.

"Based on what we know of the situation, CIL hopes to start production again in several weeks, and Morton should have enough sodium azide that we won't have a problem," the spokeswoman said. Morton is the exclusive air-bag supplier to Chrysler Motors, while TRW supplies most of Ford Motor Co.'s and a large share of General Motors' air bags.

A TRW spokesman was more cautious in estimating the fire's effect. "We understand CIL is putting together a recovery plan, but we are far from being out of the woods yet," he said.

CIL was expanding the plant and had planned to double capacity by year-end. Production equipment for the expansion will now be diverted to bring the damaged plant back to production.

Late last week, Quebec authorities were still investigating the cause of the McMasterville fire, which started in the area where the powder is dried.

Sodium azide reacts violently in the presence of water and can become unstable with humidity or static electricity.

"Everybody's having problems in this area," the TRW spokesman said. "Air-bag demand is growing very fast, and the industry is having to learn about production very quickly."

In the past 10 months, fires and explosions have struck air-bag-module plants in Arizona and Utah, where sodium azide is mixed with other ingredients into production-ready metal-encased tablets.

TRW has been fined twice this year by the Arizona Industrial Commission for fires at two plants in Mesa, Ariz., one in June and another in July. Those accidents occurred as the sodium azide was being blended with other materials. Fires have also occurred at Morton's blending operations in Ogden, Utah.

Automotive News Staff Reporter Diana T. Kurylko in Washington contributed to this report.

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OPINION

Chrysler-GM venture may lead to others, and that's a good idea

As startling as it sounded at first, the U.S. Justice Department should give quick approval to the proposed joint venture between two of Detroit's Big 3 automakers.

Chrysler Motors and General Motors hope to combine operations of two component plants. Just a few years ago, such a proposal would have been shocking, even outrageous. Two of the Big 3 ganging up? Don't even ask.

But the manufacturing world has changed, and government regulators ought to recognize that change. Early indications are that they do, and that they will bless the combination of GM's Hydra-matic Division manual transmission plant in Muncie, Ind., and Chrysler's New Process Gear plant in Syracuse, N.Y.

Competitors around the world have been doing similar and even bigger joint ventures for decades. GM's own joint assembly venture with Toyota was much more significant.

But the Chrysler-GM plan may pave the way for more such domestic joint ventures. For the most part, those ventures can only make American industry more competitive.

While the Big 3 are still the biggest three, they are now among 10 companies manufacturing cars in the United States. Many more companies sell vehicles in this most competitive market.

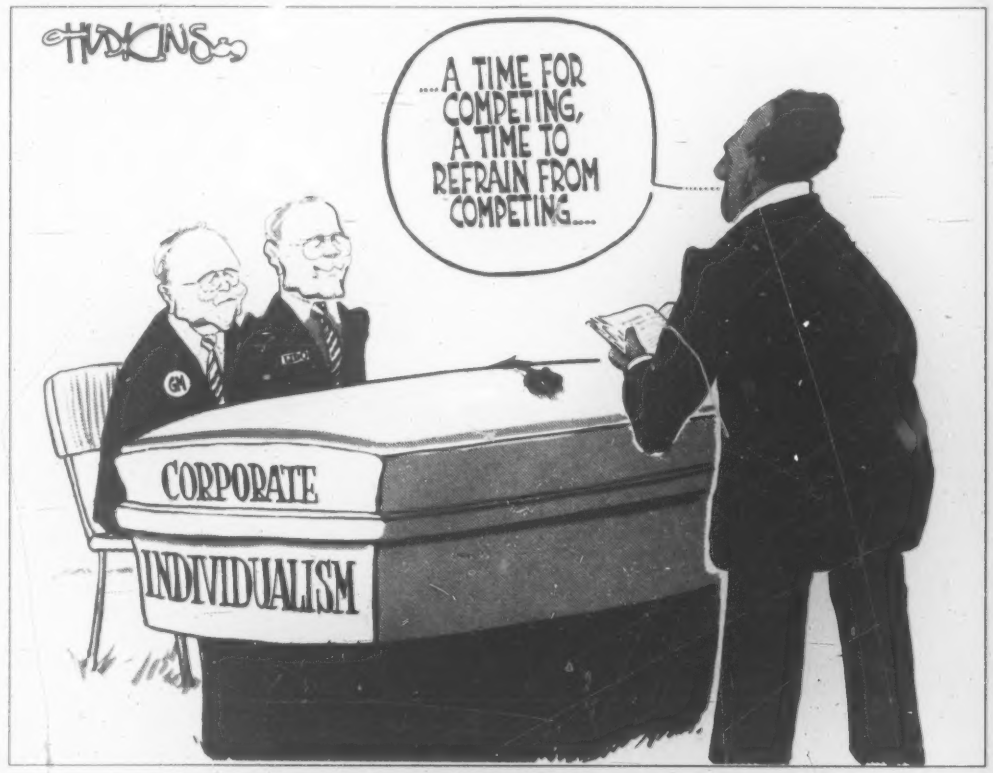
The shoddy, me-too cars of previous decades suggest that fierce competition in America was more illusory than real. But in the 1980s and 1990s, the competition absolutely forces companies to cut costs and improve quality.

The logic of the GM-Chrysler combine is compelling. Chrysler is struggling to hang on to a market share that barely qualifies it for Big 3 status. Its parts-making subsidiary is running full tilt at Syracuse in response to a booming market for four-wheel-drive systems, and the plant has more products coming on line, including products for GM.

Meanwhile, Hydra-matic's Muncie plant is underused. With the combination, everybody wins: the companies, the workers, the communities, consumers and American industry. The Muncie workers have shared the sad story of too many American workers. Since 1979, employment at the plant has dropped from 3,500 to 1,100.

Theoretically, of course, Chrysler could build an expensive new plant out in a cornfield. But the existing communities will be much better off if the companies use the existing Muncie plant.

Japanese automakers coordinate activities that can sensibly be done together. In this global economy, the GM-Chrysler plant makes productive sense.



You don't need to worry about BMW

He is handsome. He is young, just 40. He looks like a movie star. But he is nothing of the sort. He is an automotive engineer.

Wolfgang Reitzle is in charge of all development and research for BMW AG. In Munich, I had a chance to spend quite a bit of time with him after the recent Frankfurt Motor Show.

He is the most impressive automobile executive I have ever met.

We spent the better part of an afternoon talking about and wandering around his recently completed research and development facility. Simply put, the BMW center seems to make every other center obsolete. It is huge, something around 2 million square feet — about the size of Chrysler's new tech center in Auburn Hills, Mich.

The new BMW center is very impressive. But more impressive is the way Reitzle has redefined the entire function of research, development, design and manufacturing of automobiles, all in one complex.

All traditional boundaries and job functions have been politely thrown out the window. The new R&D center consolidated as many as 20 scattered locations. Reitzle was given a clean sheet of paper for developing automobiles. From design through the pilot assembly lines, his group does everything from conception to launch.

The most significant aspect of this new center is the complete redefinition of who works together. The real work is not based on titles or even job descriptions, but on who should be communicating with each other. The basis for the layout is Reitzle's premise that when people are farther than 100 feet from each other, they will not interact. So he puts the right people in places where they will chat and be creative, even as they walk to the drinking fountain.

The BMW people also have the flexibility to put together work teams within hours or even minutes. They have the manpower, the physical space and the computer facilities to assemble a dozen or so problem-solving or opportunity-creating executives almost on the spur of the moment. Their pilot assembly lines are so close to the engineers and designers that changes can be made right up to launch.

After spending a few days with the new Lexus and Infiniti luxury cars, including high-speed time on the German autobahn, I wonder whether everyone realizes the impact that these Japanese cars will have on the automotive balance of power worldwide. I get nervous about a lot of companies and their resources. But after seeing Wolfgang Reitzle's center, I'm not going to worry about BMW.

Automotive News

The weekly newspaper of the industry

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SERVICE MANAGEMENT

Study predicts changes in growing aftermarket of '90s

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

The successful quick-change automotive specialist will not service just one component — such as mufflers — anymore.

Even if the specialist operates a muffler shop or another outlet featuring a specific product, he will likely offer other services and repairs.

Quick-change specialists are only one facet of the rapidly evolving business of replacement parts and services in the U.S. automotive aftermarket, according to a survey by New York market research firm Frost and Sullivan.

Replacement parts and service was a $94 billion business in 1988 — $162.8 billion if motor fuel is included — according to the study, Automotive Aftermarket in the United States.

That $162.8 billion will grow to $172.2 billion by 1993, Frost and Sullivan predicted.

"Indicators for retail sales in many categories not only point up, but point up sharply," the firm said.

The study forecast that sales of accessories such as air conditioners and audio equipment will grow from $4.9 billion in 1988 to $6.1 billion in 1993.

Sales of electronic accessories, which amounted to $1.3 billion in 1988, are expected to top $2 billion in 1993.

Many factors — from the increase in theft sparking sales of security systems, to the rising consumer demand for special performance tires — influence the aftermarket.

The major factor affecting the aftermarket parts business, according to Frost and Sullivan, is the car itself — now typically four cylinders with front-wheel drive, rack and pinion steering, fuel injection, electronic ignition, multiple electronic sensors, front struts and halogen headlamps.

"The design changes, which began in the early 1980s, are already affecting the replacement market and the effects will increase in the early 1990s," the study predicted. "Fast movers will include such parts categories as constant velocity joints, MacPherson struts, electronic feedback carburetors, rack and pinion steering, electronic fuel pumps and serpentine belts.

"At the other end, negative growth can be expected for conventional carburetors, condensors and point sets, shock absorbers, spark plugs, pistons and piston rings," the study said.

In the service area, not all the traditional outlets have gone the way of the eight-cylinder engine, the firm said.

"Many oil companies are still committed to full-service gasoline stations and, much to the surprise of some observers, the ultimate service generalists, the independent garages, are surviving," Frost and Sullivan said. "Younger car owners, though, do tend to give their business to the well-advertised service specialists."

At the warehouse distributor and jobber levels, the generalists are having a harder time, the study said.

"Parts proliferation is just too great a problem and inventories have climbed 25 to 30 percent over the past four years," Frost and Sullivan said.

The 364-page study notes that specialization is not the only trend in distribution. It also looks at programmed distribution groups and the rapidly growing number of warehouse distributor-owned stores as warehouse distributors redefine their role beyond "making parts available." The study analyzes the aftermarket in all its facets, product by product.

Annual spending after the sale
How car owners spent money on their cars in 1988. Total 1988 market was $162.83 billion. Figures in billions.
Batteries $3.18
Chemicals $3.31
Accessories $4.92
Motor Oil for Car Use $5.45
Replacement Tires & Retreads $9.63
Replacement Parts** $24.12
*excluding parts
**excluding labor
Source: Frost & Sullivan, Inc.
AUTOMOTIVE NEWS/ CHRISTINE BIEVER

Dyna develops test device for tires, wheels

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

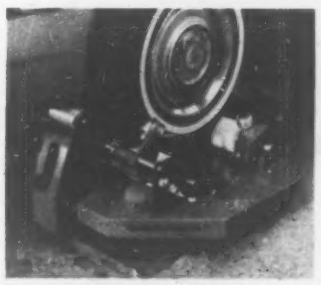
Dyna Industries of Chicago Heights, Ill., has introduced a portable, steerable diagnostic road-test simulator that is said to permit technicians to easily diagnose and locate the source of mechanical defects and tire vibration problems.

Developed by Gerald Gicewicz, president of Dyna Industries, the simulator is called Chassis-O-Meter. It is being promoted as an aid in diagnosing difficult-to-find constant-velocity-joint problems in front-wheel-drive vehicles.

The Chassis-O-Meter can be used to test each wheel of a vehicle, including those with two- or four-wheel drive, front-wheel or rear-wheel drive or four-wheel steering. The company said the simulator permits testing of vehicle's front and/or rear wheels individually or simultaneously.

Made of metal, the Chassis-O-Meter is 34 inches long, 31 inches wide and 17 inches high and rolls on casters. On top are two nylon rollers. The car is raised and the Chassis-O-Meter is placed under one or more wheels.

The vehicle is then lowered onto the Chassis-O-Meter with the tires placed between the top rollers.


Dyna's road-test simulator

Side rollers track the tire sidewall to prevent the testing unit from moving laterally away from the wheel. The top rollers prevent the vehicle from "climbing" off the Chassis-O-Meter.

By running the vehicle, a technician can diagnose whether the problem is tire- or mechanical-related.

Dyna Industries said the unit is self-contained and operates under power supplied by the vehicle; there is no need for electrical, pneumatic or hydraulic hookups.

Unlike large dynamometers, the Chassis-O-Meter does not require special chaining to prevent lateral runoff of the wheel. Dyna Industries said that is because the unit is the first such machine with a roller that adjusts to the contour of the tire.

As the tire rotates and changes positions, the device maintains its position relative to the tire to prevent lateral tire movement.

The price of the Chassis-O-Meter is about $6,000.

Scanner measures crash damage

By Patricia A. Kelsey
SPECIAL CORRESPONDENT

PINELLAS PARK, Fla. — MotorBody Scan, a computerized diagnostic tool that calculates collision damage back to factory specifications, is being marketed to body repair shops by Nova Enterprises, the product's first U.S. distributor.

Nova received distribution rights in 11 Southeastern states for the New Zealand-developed and manufactured product from MotorBody Scan North America, Milton, Pa., last March.

Nova President Richard T. Gallant said his distributorship will serve as a model for distributorships in other areas of the country.

Likening the MotorBody Scan to a CAT Scan given to humans, Gallant described it as an automotive measuring system that couples movement of a mechanical probe to a computer.

Unlike other scanners it eliminates setting gauge dimensions, targets or other apparatus to measure the car, he said.

Instead, Gallant said, a single probe or pointer attached to a rotating boom is placed on critical control or alignment points by the technician.

When a button is pushed to activate the system, the computer picks up and registers the damaged areas' length, width and height to serve as a reference to factory specifications.

Measurements are plotted on the computer and master drawings are made on disks from which comparisons are made to factory specifications allowing technicians to repair critical damage points according to specs. Printouts are available for company records, insurance companies and customers.

To market the unit, Nova is sending out videos and merchandising kits to new-car dealers and 80 top collision repair facilities in the Southeast. The company will also tour selected cities to demonstrate the machine.

As further incentive, the first dealer/independent in an area to purchase the unit will get a year's exclusive rights of the MotorBody Scan. The unit costs $50,000. Factory incentives will allow discount prices for the first six units sold, Gallant said.

As guidelines for scan fees, Nova suggests $50 to $70 for an underbody scan, $30 to $50 suspension, $30 to $50 full upper body and $110 to $175 for a full-body scan. The company expects to sell 10 MotorBody Scans by the end of the year and 24 to 30 units in 1990.

Avis finds an angel for fast-lubes

CHICAGO — Brauvin Real Estate Funds, a real estate investment firm, has entered into an agreement with Avis Service, an affiliate of Avis Rent-a-Car Systems, to provide financing for Avis Lube Fast Oil Change Center franchises.

According to Jerome J. Brault, managing general partner of Brauvin, the company will extend financing to Avis on a sale/leaseback basis, with Brauvin purchasing the franchise sites and leasing the properties to Avis franchise owners. Franchise owners are responsible for aspects of operations, property maintenance, insurance and taxes, he said.

Tom Cassidy, Brauvin vice president, said the firm's sale/leaseback financing program is designed for companies that want to avoid tying up capital in real estate.

Avis Service has 48 fast lube outlets located in 12 Northeastern and Southeastern states.

Service volume slips for August

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business in the shops of dealerships fell slightly in August, but results for the first eight months of 1989 remained above the year-earlier volume.

In August, shop business dipped 1.3 percent from the volume recorded in the same month in 1988 and was 6.0 percent below the business reported in July 1989, according to the Automotive News Service Index. The August decline was the first since March.

Year-to-date service and parts volume was 2.4 percent ahead of 1988's eight-month volume.

Gross profit on all labor, parts and accessories sales declined 0.2 percent in August.

Total labor sales (customer-paid and warranty) climbed 0.7 percent in August and 3.1 percent for the year-to-date period, while shop parts sales (customer-paid and warranty) were down 3.1 percent for August and up 2.3 percent for the eight-month period.

Sales of all parts and accessories declined 2.9 percent in August compared with the year-ago month, while year-to-date sales rose 1.1 percent from '88 volume.

SERVICE INDEX
98.7*

	Aug., '89 vs. Aug., '88	Jan.-Aug., '89 vs. Jan.-Aug., '88
Gross Profit on All Labor and P&A Sales	−0.2%	+3.8%
Repair Orders Written	Same	−1.6%
Total Labor Sales (Customer & Warranty)	+0.7%	+3.1%
Shop Parts Sales (Customer & Warranty)	−3.1%	+2.3%
Sales of All P&A	−2.8%	+0.2%

* Survey by Automotive News shows that dealers' service and parts business in August 1989 was 98.7 percent of business in August 1988. Service business in the first 8 months of 1989 was 102.4 percent of business in the corresponding period in 1988.

Customer check for Mitsubishi

CYPRESS, Calif. — Mitsubishi Motor Sales has launched a customer satisfaction program of telephone follow-up for its network of 319 U.S. dealers.

The program, which is being implemented by Sky Alland Research of Laurel, Md., and funded by Mitsubishi, involves telephone contact with all new Mitsubishi customers within 10 days of their purchase. Additional telephone follow-up on Mitsubishi service customers is also available for dealerships at the dealer's expense.

Inauguration of the new program is designed to ensure that customer satisfaction is maintained during Mitsubishi's projected expansion to 400 dealers by 1990.

Chrysler Motors has also contracted Sky Alland Research to create a national telephone follow-up program.

Chrysler, Mazda 'on-line' to woo computer hacks

Chrysler Motors and Mazda Motor of America are getting ready to join Audi of America, Ford Motor Co. and Buick in letting their customers do a bit of armchair car shopping.

Later this month, the two carmakers will open their new "on-line showrooms" as part of the Prodigy home computer service offered by Prodigy Services Co. of White Plains, N.Y.

Since 1984 Prodigy subscribers have had access to products and in-depth information, including stock market information and news. In 1988, the service expanded to include what it calls automobile on-line showrooms.

While subscribers cannot actually purchase a car via the service, they do have access to detailed color pictures of cars, dealer locations and a manufacturer's suggested retail price.

The service allows subscribers to order brochures and demonstration diskettes from the automakers to run on their home computers.

MARKETING AND MEDIA

ARLENA SAWYERS

Automakers are interested in services such as Prodigy because it offers yet another way of reaching an upscale market that doesn't have a lot of spare time to shop, said Robert Paltos, senior marketing director at Prodigy Services Co. The average Prodigy subscriber is 40, has an annual household income of $68,000 and is a homeowner.

"Our members are a bit more sophisticated — business owners, professionals and entrepreneurs," said Paltos. "They want to get information without going into the dealership."

Prodigy has 140,000 members. It expects its membership to increase to 250,000 by the end of this year and to 750,000 by the end of 1990. Prodigy costs $9.95 a month.

Ford Australia cars

In an effort to help Melbourne, Australia, in its quest to host the 1996 Summer Olympic games, Ford Australia presented eight Ford LTD cars to the Melbourne Olympic Committee.

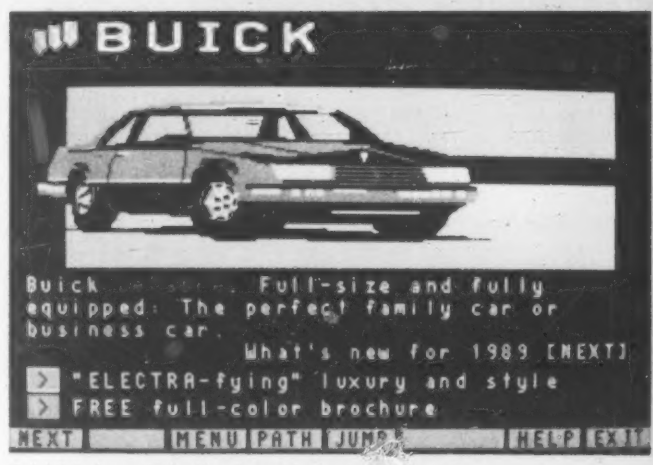
The cars will be used by committee organizers for transporting members of the International Olympic Committee, which is scheduled to visit Melbourne during the next 18 months.

Jeep licensing

Jeep-Eagle signed three additional licenses to its Jeep Licensing program. Modern Shirt International, Modern Shirt Industries, Ltd. and KangaROOS U.S.A. Inc. will distribute Jeep-branded goods in the United States and Canada.

KangaROOS, a St. Louis-based footwear company, will produce and distribute athletic and casual

see MARKETING, page 31


BUICK
Buick ... Full-size and fully equipped: The perfect family car or business car.
What's new for 1989 [NEXT]
"ELECTRA-fying" luxury and style
FREE full-color brochure
NEXT MENU PATH JUMP HELP EXIT

Buick lets buyers take the showroom home — computer.

Auto spending on TV up 20% for first half

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

With General Motors leading the way, automobile manufacturers, importers and dealers spent almost $1.4 billion on television advertising in the first six months of 1989 — a 20 percent increase over the first half of last year.

Twelve of the top 15 carmakers and importers increased their expenditures, according to he Television Bureau of Advertising. Spending numbers from Broadcast Advertisers Reports data compiled in the top 75 markets are analyzed each quarter by the bureau.

Though the bureau's analysis shows large spending increases, advertising rate hikes accounted for about half — 8 to 10 percent — of those increases, said Fred Danzig, editor of the trade paper Advertising Age. He said it is difficult to pinpoint exact increases because manufacturers such as GM are able to wring discounts from the media in exchange for multimillion-dollar contracts.

GM's purchases amounted to $404.6 million, a 32 percent over last year's $306.4 million. Ford Motor Co. ranked second by spending $211.9 million, 26 percent more than last year's $168.5 million.

Chrysler Motors held onto third place, but it cut its spending by 1 percent. It spent $172.3 million, compared with $174.9 million a year ago. On the other hand, Plymouth's television purchases rose to $22.7 million, up 126 percent.

Danzig said that the somewhat distorted television spending picture at Chrysler is the result of its shifting money from other divisions to try to give Plymouth a "super television presence." The fact that Chrysler has been preparing some major print campaigns for its luxury cars also may have contributed to its decrease in television advertising spending.

Network purchases totaled $691.6 million for the first half of 1989. Chrysler Motors sponsored the miniseries, *"Lonesome Dove,"* and Ford Motor Co. was the sole automotive advertiser on the miniseries *"War and Remembrance Part II."*

Super Bowl XXIII advertisers included Volkswagen of America, Chrysler Motors, Nissan Motor Corp. in U.S.A., Hyundai Motor America and Toyota Motor Sales U.S.A.. Among the sponsors of Super Bowl pre-game and post-game shows were GM, American Suzuki Motor Corp. and Mazda Motors of America.

Toyota was the leading purchaser of television advertising among importers. It purchased $105.9 million worth of network and spot television in the first half of 1989, up 26 percent from $84.3 million last year.

Chevrolet remained the leading car advertiser at $72.3 million, up 12 percent over 1988. Pontiac was second at $71.5 million, up 10 percent. It was followed by Ford at $70.6 million, a dip of 3 percent.

Still, Ford led the way in the light-truck category with $76 million, up 86 percent.

Mitsubishi's stepped-up network spending brought it to $34.9 million, a 123 percent increase, partly because of the introduction of the Eclipse.

Individual dealer advertising for the six-month period totaled $174 million, down 9 percent from $191.2 million last year.

Richard O'Donnell, vice president of automotive marketing for the Television Bureau of Advertising, said he believes that the decrease probably was the result of the advertising charge levied on dealers by Chevrolet and GMC Truck. The charge — 1 percent of invoice — pays for dealer association local advertising, 90 percent of which, O'Donnell said, goes to television advertising.

The bureau does not break out dealer association spending; it is included in the factory total.

"The dealers have terribly strong Television exposure through the group; they spend their (advertising) money on other things," said O'Donnell.

The leading automobile dealer was Atlanta Toyota, which poured nearly $2.3 million into television advertising, a whopping 294 percent increase over the year-ago period. Its closest competitor was Foothill Nissan in Los Angeles, which spent $1.9 million — 17 percent more than during the same period last year.

Ron Pearlman, an owner of Foothill Toyota, said television advertising is no longer cost-effective. He said the cost of advertising on independent television stations in the Los Angeles area from 5 p.m. to 10 p.m. increased about 10 percent, but during the prime-time hours of 6 p.m. to 8 p.m., the increase was 25 percent.

O'Donnell's predicted that car advertising on television will remain strong for the rest of 1989.

THE TOP 20

Leading TV advertisers among U.S. auto dealers in the first half of 1989

	Jan.-June 1989
AUTO DEALER CATEGORY TOTAL	$174,001,000
Atlanta Toyota, Atlanta	2,292,400
Foothill Nissan, Los Angeles	1,969,200
Worthington Chevrolet, Houston	1,244,800
Cal Worthington, Los Angeles	1,231,900
Cerritos Autos, Los Angeles	1,215,300
Celozz-Ettleson Chevrolet, Chicago	1,181,300
Autoland, New York	1,132,300
Rosenthal Autos, Washington, D.C.	1,045,700
Wilson Ford, Los Angeles	1,013,900
Cal Worthington, Sacramento	968,200
Ed Mullinax Ford, Cleveland	891,000
Piemonte Autos, Chicago	762,000
Cormier Chevrolet-Hyundai, Los Angeles	684,100
Fox Chevrolet, Baltimore	651,800
Pete Ellis Motors, Los Angeles	622,800
Lynn Hickey Dodge, Oklahoma City	607,100
Malibu Subaru, Phoenix, Ariz.	570,000
Cal Worthington, Seattle	569,500
Long/Lewis Ford, Birmingham, Ala.	554,000
Nationwide Motor Sales, Baltimore	496,400

SOURCE: Television Bureau of Advertising, Broadcast Advertisers Reports

NEW-CAR ADVERTISING BY NAMEPLATE

(Figures in millions)

	Jan.-June 1988 Network TV	Jan.-June 1988 Total TV*	Jan.-June 1989 Network TV	Jan.-June 1989 Total TV*	Percent change
Chevrolet	$31.7	$64.7	$42.4	$72.3	+ 12
Pontiac	33.3	65.1	44.2	71.5	+ 10
Ford	37.5	72.6	33.9	70.6	– 3
Oldsmobile	26.0	63.9	39.1	66.4	+ 4
Toyota	17.2	51.4	24.8	64.3	+ 25
Nissan	17.0	37.5	18.2	57.4	+ 53
Hyundai	12.2	43.0	24.9	54.4	+ 26
Honda	26.5	48.9	23.2	53.4	+ 9
Subaru	16.6	33.2	39.6	49.5	+ 49
Buick	21.4	33.0	30.7	46.8	+ 42
Mercury	15.8	30.8	23.6	38.9	+ 27
Mazda	21.4	36.8	13.5	37.2	+ 1
Mitsubishi	1.9	15.7	17.1	34.9	+123
Cadillac	8.8	22.6	18.5	33.5	+ 48
Dodge	15.5	25.5	14.1	32.5	+ 27
Geo	—	—	20.2	29.6	—
Acura	14.5	20.0	17.7	27.4	+ 37
Plymouth	8.1	10.0	13.5	22.7	+126
Eagle	17.2	27.5	11.2	22.3	– 19
Volkswagen	15.6	28.0	8.6	20.0	– 29

*Includes dealer associations, leasing, spot, national syndication
SOURCE: Television Bureau of Advertising, Broadcast Advertisers Reports

TV ADVERTISING BY MANUFACTURER

(Figures in millions)

	Jan.-June 1988 Network TV	Jan.-June 1988 Total TV*	Jan.-June 1989 Network TV	Jan.-June 1989 Total TV*	Percent change
CATEGORY TOTAL	$571.2	$1,156.6	$691.6	$1,368.9	+20
GM	148.1	306.4	230.6	404.6	+32
Ford	89.1	168.5	116.3	211.9	+26
Chrysler	110.2	174.9	85.4	172.3	– 1
Toyota	27.7	84.3	37.0	105.9	+26
Honda	41.0	69.0	40.9	81.9	+19
Nissan	23.3	57.0	21.2	78.7	+38
Hyundai	12.2	43.0	24.9	54.4	+26
Mazda	23.5	47.0	19.4	52.0	+11
Subaru	16.6	33.2	39.6	49.5	+49
Volkswagen	22.3	35.8	19.8	37.7	+ 5
Mitsubishi	7.3	22.3	17.4	35.5	+59
Suzuki	14.9	24.0	14.9	21.9	– 9
Isuzu	0	13.6	6.7	18.9	+39
BMW	9.3	16.8	6.3	16.3	– 3
Mercedes-Benz	9.9	14.9	9.4	15.9	+ 7

*Includes spot and national syndication
SOURCE: Television Bureau of Advertising, Broadcast Advertisers Reports. Advertising by manufacturer and dealer associations for new passenger cars, trucks and vans, leasing.

NEW-TRUCK ADVERTISING BY NAMEPLATE

(Figures in millions)

	Jan.-June 1988 Network TV	Jan.-June 1988 Total TV*	Jan.-June 1989 Network TV	Jan.-June 1989 Total TV*	Percent change
Ford	$19.1	$41.0	$42.0	$76.0	+
Chevrolet	24.8	43.2	23.7	51.7	+
Toyota	9.1	31.3	8.4	36.7	+ 17
Jeep	17.4	25.8	18.3	34.4	+33
Dodge	16.5	29.5	7.3	28.1	– 5
Nissan	5.1	18.1	2.9	20.5	+13
GMC	.8	12.1	.9	17.0	+40
Isuzu	—	11.3	5.3	16.1	+43
Mazda	2.1	10.2	5.8	14.7	+44
Suzuki	14.9	24.0	7.8	11.5	–52

*Includes dealer associations, leasing, spot, national syndication
SOURCE: Television Bureau of Advertising, Broadcast Advertisers Reports

TRUCKS

FROM PAGE 1

increased steadily since 1981. Next year is generally expected to see more expansion.

For the Big 3, light trucks have become a profit cornerstone, relatively impervious to import attack. Chrysler Motors has acknowledged that the bulk its profits come from its minivans and Jeeps. And in June, for the first month ever, Chrysler sold more trucks than cars.

"Any addition of Japanese capacity in this segment can only have a negative impact on the domestics," said Wendy Beale Needham, auto analyst with Smith Barney, Harris Upham & Co. "The final result won't be as devastating as with the car market, but the Big 3 need the profits they're getting from their light-duty sales."

The Japanese automakers have focused most of their transplant activity to date on the low end of the segment — compact pickups. Six years ago, Nissan Motor Manufacturing Corp. U.S.A. began producing 100,000 to 120,000 pickups a year in Smyrna, Tenn. Isuzu began production of a light pickup at its Subaru-Isuzu Automotive joint venture in Lafayette, Ind., last month, with plans to produce 30,000 to 60,000 annually. Earlier this year, Toyota Motor Corp. confirmed plans to build 100,000 small pickups a year at its jointly owned New United Motor Manufacturing Inc. in Fremont, Calif., starting in 1991.

Analysts note that low-end pickups are the least profitable niche of the light-truck market. But in the mid-1980s, when the Japanese yen was still undervalued, light pickups could be imported into the United States and sold profitably in the $4,900-$5,500 range. They became an alternative to entry-level cars and were popular among first-time buyers.

When the dollar lost strength against the yen, pickups became less attractive to Japanese importers, especially in view of the 25 percent import duty on imported light trucks. Import prices rose in the late 1980s, and import truck sales fell 25 percent between 1986 and 1988.

Last year, while total U.S. light-truck sales rose more than 100,000 units, Toyota truck sales were down 46,000, or 14 percent. Nissan's sales dropped 22 percent; Mazda's dipped almost 20 percent; Mitsubishi's fell 8 percent, and Suzuki's slipped about 30 percent. Isuzu was the only Japanese importer whose truck sales grew last year, with an increase of about 3,415 units, or 4 percent.

For the first nine months of this year, truck sales for import nameplates were down 5.9 percent from 1988.

But the picture is changing. If price sensitivity limited pickup sales for the Japanese, cost improvements could reactivate them, Healy contends. By shifting production to the United States, Toyota and Isuzu will avoid the 25 percent tariff on two-door truck products and also protect themselves from future currency exchange fluctuations.

"The Japanese got out of that low-end market to a great extent because they couldn't compete on a price basis with that 25 percent tariff," Healy argues. "But when they produce the same vehicles here, they become competitive again."

At the same time, the transplants are moving into more profitable light-truck lines:

- Next spring, Isuzu will begin producing a new sport-utility vehicle called the Rodeo at the Indiana plant. The Rodeo has been designed and built specifically for the U.S. market.
- Fuji Heavy Industries, Isuzu's joint-venture partner, has alluded to the possibility of getting a sport-utility vehicle or a minivan from the Indiana facility for Subaru dealers. Plans call for an additional 120,000 units of annual production at the plant, but both partners say that future products have not been determined.
- Mazda Motors of America will begin receiving 10,000 to 20,000 two-door Ford-built utility vehicles a year in 1990. They will be based on Ford's new Explorer, which replaces the Bronco II. The company has not officially disclosed the planned allotment, but Ford's Louisville, Ky., light-truck plant is nearing completion of a $260 million expansion that will increase capacity by 40,000 units annually.
- Nissan Motor Corp. in U.S.A. will obtain 50,000 minivans a year from a new Ford plant in Avon Lake, Ohio, beginning in 1992. The $1 billion project will build about 135,000 minivans annually, to be shared by Nissan and Ford.
- Nissan's U.S. manufacturing arm is also weighing the possibility of building all its Pathfinders — both two-door and four-door models — in Smyrna.

The company will keep an eye on U.S. sales of the new four-door model this year to determine whether U.S. production is warranted.

- While Toyota is working out the details of its NUMMI truck production, the company is reportedly also weighing a second U.S. truck plant to build mid-sized pickups. Toyota is keenly aware of the need for more large vehicles. Its compact pickup sales are down about 10 percent this year, compared with a decline of only about 4 percent for its larger 4x4 truck.

Nissan is weighing the possibility of producing the Pathfinder in Tennessee.

Robert McCurry, Toyota Motor Sales executive vice president, said recently that Toyota remains dedicated to compact trucks but is continuing to study that larger truck market. At the same time, McCurry forecast flat sales for the small pickup segment for the rest of this year and 1990.

In another truck project, Suzuki will produce 40,000 Sidekick utility vehicles next year at its new CAMI Automotive joint venture with General Motors in Ontario. CAMI currently plans to produce 200,000 vehicles a year, of which 80,000 will be utility vehicles divided equally between Suzuki and GM. The company eventually plans to produce 400,000 units a year, including more light trucks.

Some analysts believe the transplants will find it difficult to penetrate the truck market further. One obstacle may be the Big 3's domination of the lucrative trade in large pickups, a market the Japanese have little incentive to master because there is little demand for large pickups outside the United States.

Nissan seriously considered designing and building a full-sized pickup for the U.S. market two years ago but rejected the concept as impractical, said Jules Clavadetscher, director of product planning for Nissan Motor Corp. in U.S.A.

He said he believes that Toyota is preparing to enter the full-sized pickup market in the early 1990s. Clavadetscher said Nissan decided there would not be room for one more player in the segment, let alone two.

"If we thought there was room for one, we'd be there," Clavadetscher said. "But it's hard to beat the domestics in that market."

Another issue could be dealer networks. The Japanese car companies have yet to penetrate the rural parts of the United States, which remain a bread-and-butter market for Big 3 trucks. More than a fourth of all truck sales are made in the more rural, Mid-America markets, where the imports have fewest dealerships. Toyota and Mitsubishi have targeted the regions for dealership expansion, with Toyota planning to add 15 to 20 dealers there in the next year. But the process could take years for the smaller importers, especially if sales remain sluggish.

"The small truck market is very price-competitive and nobody makes much money in it," Healy said. "But it's become an important entry-level segment. I suspect you'll see the domestics fighting hard to hang onto it."

Nissan Motor Manufacturing Corp. U.S.A. has been building pickup trucks in the United States since it opened its Smyrna, Tenn., plant in 1983.

Canadian sales by Big 3 drop in August; imports up

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Canadian new car and truck sales in August continued the slide begun in early summer, with domestic products again suffering the biggest decline.

Domestic-car sales dropped 12.8 percent. Chrysler Canada's sales was off 23.1 percent, and GM of Canada slipped 14.13 percent. Ford Motor Co. of Canada suffered a relatively light 5.03 percent decline.

Through August, Ford was the only make among the Big 3 in Canada to increase car-market share during the year. It held 19.75 percent of the total import and domestic car market, up from 18.1 percent a year ago.

While domestic sales fell, imports continued to show strength in August. Import sales were up more than 4,000 units, a 13.3 increase over August 1988.

The big gainer among imports was Volkswagen, up 76.9 percent. It was followed by Honda, up 43.4 percent; Chrysler, 23.5 percent; Hyundai, 21.6 percent; and Toyota, 8.85 percent.

Some imports in the upper end of the market suffered, however. Saab sales dropped 27.1 percent; BMW, 22.45 percent; Jaguar, 21.8 percent; and Mercedes-Benz, 17.6 percent. For the year, none of those companies has been able to keep up with last year's sales pace.

On a year-to-date basis, domestic car sales were down 5 9 percent, while imports climbed 1 percent.

As with domestic cars, domestic trucks also took a drubbing in August, down 15.6 percent overall. GM truck sales dropped 35.15 percent. Ford's truck sales, while down 9.73 percent, still were good enough for a rare first-place monthly sales finish over GM. For the calendar year, domestic truck sales were down 6.82 percent.

Import truck sales were up sharply for the month — 50.3 percent. Healthy gains were recorded by GM, Nissan, Mazda, Toyota and Suzuki.

For the first eight months of the year, import truck sales were up 31.2 percent. Total import and domestic truck sales were down 2.7 percent for the same period.

CANADIAN CAR AND TRUCK SALES

	Aug. 1989	Aug. 1988	8 mos., 1989	8 mos., 1988
Domestic cars				
General Motors	23,931	27,870	222,611	247,693
Ford	14,960	15,753	131,290	126,785
Chrysler	7,662	9,963	85,296	103,020
Honda	2,172	2,378	18,124	9,708
Volvo	335	301	2,672	1,674
Domestic car total	**49,060**	**56,265**	**459,993**	**488,880**
Import cars				
Toyota	7,451	6,845	54,204	48,103
Honda	7,212	5,028	40,451	42,219
Volkswagen	5,073	2,868	21,273	24,892
Hyundai	2,830	2,328	19,036	21,265
Nissan	2,504	2,689	19,360	21,012
General Motors	2,501	3,032	20,632	20,114
Mazda	2,191	2,422	19,167	20,298
Chrysler	1,800	1,458	15,594	8,199
Suzuki	824	1,328	5,551	5,678
Ford	766	728	5,291	4,524
Subaru	732	789	4,198	5,256
Volvo	349	317	2,127	2,621
BMW	335	432	2,953	3,430
Mercedes-Benz	323	392	2,883	2,975
Jaguar	129	165	1,129	1,473
Saab	97	133	862	964
Lada	41	67	481	720
Skoda	14	25	138	265
Peugeot	13	0	180	78
Import car total	**35,185**	**31,048**	**236,510**	**234,086**
TOTAL — ALL CARS	**84,245**	**87,311**	**696,503**	**722,966**
Domestic trucks (including vans)				
Ford	11,073	12,266	98,412	102,670
General Motors	10,105	15,581	107,978	120,824
Chrysler	6,875	5,385	71,998	75,258
Domestic truck total	**28,053**	**33,232**	**278,388**	**298,752**
Import trucks (including vans)				
Nissan	1,481	1,174	9,442	9,402
Toyota	1,429	1,140	11,066	10,329
Mazda	1,371	1,007	11,841	7,991
General Motors	1,099	254	7,094	1,043
Suzuki	712	288	5,471	3,751
Chrysler	110	226	1,747	2,811
Volkswagen	81	88	535	681
Lada	19	15	179	101
Import truck total	**6,302**	**4,192**	**47,375**	**36,109**
TOTAL — ALL TRUCKS	**34,355**	**37,424**	**325,763**	**334,861**
TOTAL — CARS, TRUCKS	**118,600**	**124,735**	**1,022,266**	**1,057,827**

Fiat's pre-tax income rises 27%

NEW YORK — Fiat S.p.A. announced improved earnings for the first half of 1989.

Chairman Giovanni Agnelli said that pre-tax income rose to $1.986 billion, up 27.5 percent from the first half of 1988. Net revenue grew 19.5 percent to $19.177 billion.

Results were announced after the company's first-ever board meeting outside Turin, Italy. The meeting was held in the main boardroom of the New York Stock Exchange at the invitation of stock exchange Chairman John Phelan.

Fiat's shares have been traded on the Big Board since last February.

Fiat officials said 1989 year-end revenue should top $36.78 billion, up about 18 percent from 1988.

'89 MODEL YEAR OUTPUT BY PLANT

Plant	Product	Output
CHRYSLER MOTORS		
Belvidere, Ill.	Dynasty	137,718
	New Yorker C	100,461
Plant total		**238,179**
Detroit	Aries	36,932
	Horizon	20,874
	Omni	21,971
	Reliant	36,012
Plant total		**115,789**
Kenosha, Wis. No. 1	Caravelle	202
	Diplomat	6,429
	Fifth Avenue	17,454
	Gran Fury	4,985
Plant total		**29,070**
Kenosha, Wis. No. 2	Horizon	24,467
	Omni	24,268
Plant total		**48,735**
Newark, Del.	Acclaim	77,752
	Spirit	68,181
Plant total		**145,933**
Sterling Heights, Mich.	Lancer	5,019
	LeBaron GTS	6,549
	Shadow	99,743
	Sundance	104,150
Plant total		**215,461**
St. Louis No. 1	Daytona	80,878
	LeBaron J	99,633
Plant total		**180,511**
U.S. car total		**973,678**
Bramalea, Ontario	Premier	43,179
U.S., Canadian car total		**1,016,857**
St. Louis No. 2	Caravan C/V	7,985
	Grand Caravan	102,555
	Voyager	95,776
	Town & Country	1,798
Plant total		**208,114**
Toledo No. 1	Cherokee	203,213
	Comanche	33,376
Plant total		**236,589**
Toledo No. 2	Grand Wagoneer	12,856
	Wagoneer	8,680
Plant total		**21,536**
Warren, Mich.	Dakota	102,388
	pickups	102,458
Plant total		**204,846**
U.S. truck total		**671,085**
Brampton, Ontario	Wrangler	71,025
Pillette Road (Windsor)	Ram Van	78,476
	Ram Wagon	29,175
Plant total		**107,651**
Windsor, Ontario	Caravan	144,708
	Caravan C/V	11,073
	Voyager	125,575
Plant total		**281,356**
Canadian truck total		**460,032**
U.S., Canadian truck total		**1,131,117**
FORD MOTOR CO.		
Atlanta	Sable	61,890
	Taurus	204,880
Plant total		**266,770**
Chicago	Sable	68,767
	Taurus	190,381
Plant total		**259,148**
Dearborn, Mich.	Mustang	209,769
Edison, N.J.	Escort	96,698
Kansas City, Mo.	Tempo	151,934
	Topaz	66,930
Plant total		**218,864**
Lorain, Ohio	Cougar	97,312
	Thunderbird	114,868
Plant total		**212,180**
Wayne, Mich.	Escort	266,424
Wixom, Mich.	Continental	57,775
	Mark VII	29,658
	Town Car	128,533
Plant total		**215,966**
U.S. car total		**1,745,819**
Oakville, Ontario	Tempo	136,851
	Topaz	61,205
Plant total		**198,056**
St. Thomas, Ontario	Crown Victoria	134,103
	Grand Marquis	138,913
Plant total		**273,016**
Canadian car total		**471,072**
U.S., Canadian car total		**2,216,891**
Kansas City, Mo.	F-series pickups	179,066
Kentucky Truck (Louisville)	mediums/heavies	61,031
Lorain, Ohio	Econoline	241,531
Louisville, Ky.	Bronco II	103,591
	Ranger	175,834
Plant total		**279,425**
Norfolk, Va.	F-series pickups	186,481
St. Louis, Mo.	Aerostar	257,436
Twin Cities, Minn.	F-series pickups	72,133
	Ranger	90,692
Wayne, Mich.	Bronco	69,470
	F-series pickups	79,764
Plant total		**149,234**
U.S. truck total		**1,517,029**
Oakville, Ontario	light-duty trucks	158,005
U.S., Canadian truck total		**1,675,034**
GENERAL MOTORS		
Arlington, Texas	Caprice	133,185
	Fleetwood	40,260
	Olds 88 (rwd)	8,929
Plant total		**182,374**
Bowling Green, Ky.	Corvette	26,412
Detroit-Hamtramck	Allante	3,298
	Eldorado	30,925
	Riviera	21,189
	Seville	22,909
	Toronado	9,877
Plant total		**88,198**
Doraville, Ga.	Cutlass Supreme	100,026
	Grand Prix	136,747
Fairfax, Kans.	LeSabre (fwd)	149,572
Flint, Mich.	Olds 88 (fwd)	11,908
Plant total		**161,480**
Framingham, Mass.	Century	18,215
	Ciera	68,536
Plant total		**86,751**
Janesville, Wis.	Cavalier	229,940
	Skyhawk	23,359
Plant total		**253,299**
Lake Orion, Mich.	DeVille	178,938
	Olds 98	15,084
Plant total		**194,022**
Lakewood, Ga.	Caprice	68,859
	LeSabre (rwd)	7,743
	Paris/Safari	5,146
Plant total		**76,748**
Lansing, Mich.	Calais	109,891
	Grand Am	246,418
	Skylark	61,540
Plant total		**417,849**
Reatta Craft Centre, Lansing, Mich.	Reatta	7,009
Linden, N.J.	Corsica/Beretta	211,038
Lordstown, Ohio	Cavalier	146,686
	Sunbird	139,644
Plant total		**286,330**
Oklahoma City, Okla.	Celebrity	153,268
	Century	56,640
	Ciera	11,417
	Pontiac 6000	83,776
Plant total		**305,101**
Tarrytown, N.Y.	Century	77,954
	Pontiac 6000	16,810
Plant total		**94,764**
Van Nuys, Calif.	Camaro	110,739
	Firebird	64,406
Plant total		**175,145**
Wentzville, Mo.	Bonneville	10,261
	Electra	83,566
	Olds 88 (fwd)	37,580
	Olds 98	58,019
Plant total		**189,426**
Willow Run, Mich.	Bonneville	98,392
	Olds 88 (fwd)	102,551
Plant total		**200,943**
Wilmington, Del.	Corsica/Beretta	200,371
U.S. car total		**3,394,033**
Oshawa, Ontario No. 1	*Lumina	0
Oshawa, Ontario No. 2	Regal	88,757
Ste. Therese, Quebec	Celebrity	22,452
	Ciera	159,636
Plant total		**182,088**
Canadian car total		**270,845**
U.S., Canadian car total		**3,664,878**
Baltimore	Astro	172,407
	Safari	44,564
Plant total		**216,971**
Detroit	P-models	40,565
Flint	Blazer	26,663
	Jimmy	7,899
	Suburban	103,618
Plant total		**138,180**
Fort Wayne, Ind.	CK pickups	239,863
Janesville, Wis.	RV pickups	35,887
Lordstown, Ohio	full-size vans	115,707
Moraine, Ohio	S-15 pickups	243,056
Pontiac, Mich. (Central)	medium-duty trucks	36,226
Pontiac, Mich. (East)	CK pickups	235,596
Pontiac, Mich. (West)	S-10 Blazer	98,044
	S-15 Jimmy	28,554
Plant total		**126,598**
Shreveport, La.	Blazer	86,613
	Jimmy	23,038
	S-10 pickups	69,499
	S-15 pickups	16,148
Plant total		**195,298**
U.S. truck total		**1,639,043**
Oshawa, Ontario	pickups	232,040
Scarborough, Ontario	full-size vans	92,192
Canadian truck total		**324,232**
U.S., Canadian truck total		**1,963,275**
HONDA		
Marysville, Ohio	Accord	231,319
	Civic	116,113
Plant total		**347,432**
Alliston, Ontario	Civic	71,520
U.S., Canadian car total		**418,952**
MAZDA		
Flatrock, Mich.	Ford Probe/Mazda MX-6	228,756
NUMMI		
Fremont, Calif.	Geo Prizm	83,130
	Toyota Corolla	69,950
Plant total		**153,080**
NAVISTAR		
Springfield, Ohio	mediums/heavies	82,185
Chatham, Ontario	mediums/heavies	11,306
U.S., Canadian trucks		**93,491**
NISSAN		
Smyrna, Tenn.	Sentra	116,644
	pickups	122,204
Plant total		**238,848**
TOYOTA		
Georgetown, Ky.	Camry	108,185
Cambridge, Ontario	Corolla	10,236
U.S., Canadian cars		**118,421**
VOLVO		
Halifax, Nova Scotia	740 series	6,611
Total U.S. Car Output		**7,067,827**
Total Canadian Car Output		**873,463**
Total U.S. Truck Output		**4,188,606**
Total Canadian Truck Output		**953,575**
Total U.S., Canadian Output		**13,083,361**

*Built for 1990

GM Lansing tops build of 1989 models

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

In the 1989 model year, General Motors' plant in Lansing, Mich., assembled more vehicles than any other car or truck plant in the United States and Canada.

Assembly of 417,849 cars at Lansing was a mix of the Oldsmobile Calais, Pontiac Grand Am and Buick Skylark.

The second highest output came from a transplant company. Honda of America Manufacturing built 347,432 Accords and Civics at its Marysville, Ohio, plant.

The third highest output came from a Canadian facility. Ford Motor Co. reported that it produced 273,016 cars at its St. Thomas, Ontario, plant. The plant builds the Mercury Grand Marquis and Ford Crown Victoria.

Ford also held the fourth and fifth positions. Its Atlanta plant reported assembly of 266,770 Ford Taurus and Mercury Sable models.

Fifth overall — and first among truck plants — was Ford's St. Louis plant, which produces the Aerostar minivan. St. Louis built 257,436 Aerostars.

The sixth highest total — and the highest for Chrysler Motors — was the Toledo No. 1 Jeep plant, which built 245,269 units. Toledo assembles the Cherokee and Comanche.

The lowest output came from the first transplant to set up shop in the United States or Canada. Volvo in Halifax, Nova Scotia, reported output of 6,611 740-series models.

Of the Big 3, the lowest output during the 1989 model year was at Chrysler's Kenosha (Wis.) No. 1 facility, which closed in December 1989. It assembled 29,070 Plymouth Caravelles and Gran Furys, Dodge Diplomats and Chrysler Fifth Avenues.

Eight transplant/joint-venture companies in the United States and Canada reported production for the 1989 model year. Mazda was second to Honda, drawing 228,756 cars from its Flat Rock, Mich., plant. Flat Rock builds the Mazda MX-6 and Ford Probe.

During the 1989 model year, 78 car and truck assembly plants reported production in the United States and Canada.

GM has 36 plants spread through the United States and Canada — 23 are car plants and 13 are truck plants.

Ford has 19 assembly plants. Ten build car, and nine build trucks.

Chrysler operates seven car plants and eight truck plants for a total of 15. The transplant/joint-venture plants bring the total to 78.

Joining the list of assembly plants for the 1990 model year are a second Honda plant, in East Liberty, Ohio; Diamond-Star Motors in Normal, Ill.; Subaru-Isuzu Automotive in Lafayette, Ind.; CAMI Automotive in Ingersoll, Ontario; and Hyundai Canada in Bromont, Quebec.

Diamond-Star, CAMI Automotive and Hyundai Canada started building cars during the 1989 model year, but they were listed as 1990 models and were not counted in 1989 production. Subaru-Isuzu started production of 1990 models in August. Honda's East Liberty plant will open in November.

TOP 10 AUTO AUCTIONS

1987 Rank	1988 Rank		Volume (millions)	Units sold	Average price
1	1	Florida Auto Auction of Orlando (M)	$741.6	84,968	$8,800
5	2	Southern California Auto Auction (G)	519.3	89,547	5,800
9	3	Nashville Auto Auction (A)	489.9	64,720	7,621
8	4	Aptco Auto Auction, Detroit (A)	471.7	62,580	7,539
—	5	Manheim Auto Auction, Pa. (M)	461.8	54,336	8,500
—	6	Metro Auto Auction of Kansas City (A)	459.0	55,820	8,224
2	7	National Auto Dealers Exchange, N.J. (M)	416.4	80,289	5,200
4	8	California Auto Dealers Exchange (M)	400.9	80,197	5,000
—	9	Bay Cities Auto Auction, Calif. (G)	392.6	67,699	5,800
—	10	Greater Chicago Auto Auction (G)	383.5	66,128	5,800

OWNERSHIP: (A) Anglo American; (G) GE Capital; (M) Manheim
NOTE: Figures were provided by companies. In some cases, figures were rounded or approximated.

AUCTION

FROM PAGE 1

sales promise to be robust despite a three-month industry-wide lag that began in June.

Auction officials say the summer downturn is past. "It caught the entire industry by surprise," said Michael J. Richardson, president and Chief executive officer of Anglo American Auto Auctions, based in Nashville, Tenn.

Florida and California are still the hottest markets for auctions due to the number of car rental agencies.

Estimates by leading auction officials peg 1989 sales as high as 6 million vehicles on registrations of 8 million cars and trucks, up from sales of 3.6 million vehicles 1988 and 6 million registrations in 1988.

The three chains' share of those sales is about 40 percent with independent auctions accounting for the rest.

Richardson said fleet-lease and manufacturer vehicles lead this year's sales activity.

He said dealer consignments at Anglo's 23 auctions are running about 9 percent behind 1989 projections.

But he said fleet-lease is 28 percent higher than expected, and manufacturer vehicles are 30 percent higher.

He predicts a strong fourth quarter and industry growth at less than 10 percent next year, again driven by fleet-lease and manufacturer vehicles.

Another source of cars for the auctions will be banks that entered the retail lease business in the last half of the decade. Those vehicles will begin coming to term next year.

Darryl Ceccoli, executive vice president of Manheim Auctions based in Atlanta, said the huge increases from rental companies and financial institutions have reached a plateau.

"There are probably 700,000 buyback cars in the system," he said. "How many more cars can the rental companies rent? We have reached a saturation point with buybacks."

Figures for Automotive News' survey of auto auctions were provided by the companies. In some instances, figures were estimated.

Manheim, with 24 auctions in the United States and Canada, owns the leading auction in the nation — Florida Auto Auction of Orlando.

Earlier in the year, the auction sold a record 4,927 vehicles in a single day, grossing $49.6 million with an estimated price per vehicle of $10,050.

In 1988, the auction had sales of $741.6 million on 84,968 units, up from $643 million on the sale of 70,000 units the previous year.

Average selling price in 1987 was $9,200. In 1988, the average selling price dipped to $8,800.

Joe Greco, manager of Florida Auto Auction of Orlando, said he couldn't explain why the average vehicle price dropped $400.

Florida Auto Auction of Orlando has a higher average selling price because 40 percent of its business is fleet-lease and buyback vehicles.

Automakers sell vehicles to daily rental companies at a guaranteed depreciation rate, or agree to repurchase them when they reach a certain mileage.

Those low-mileage, newer vehicles, often called "buyback cars," are then remarketed through auto auctions to dealers at closed sales.

The second largest volume auction in 1988 was Southern California Auto Auction in Fontana, Calif.

Owned by GE Capital Auto Auctions of Barrington, Ill., it had estimated volume of $519.3 million on 89,547 vehicles sold.

That was quite a leap for the auction, which had sales of $367.2 million on 72,000 vehicles in 1987.

Liese Spiegelberg, vice president of sales and marketing, said the auction's growth is due to a change in management and addition of customer service features like valet parking for dealers.

She also said the California market has grown dramatically in the last two years.

Anglo's Nashville Auto Auction moved from ninth to third place on volume of $493.2 million in 1988, up from $350.7 million in 1987.

Richardson attributed its growth to the number of factory sales it has every week.

Aptco Auto Auction in Detroit, another Anglo outlet, moved from eighth place to fourth with 1988 sales volume of $471.7 million, up from $353.9 million the previous year.

National Auto Dealers Exchange in Bordentown, N.J., slid to seventh place from second place in last year's survey on sales of $416.4 million, up from $408 million the previous year.

California Auto Dealers Exchange slipped to eighth place from fourth last year. Sales in 1988 were $400 million, up slightly from $395 million in 1987. Both auctions are owned by Manheim.

New to this year's list are Manheim Auto Auction in Manheim, Pa.; Metro Auto Auction of Kansas City (Anglo); Bay Cities Auto Auction (GE) in Hayward, Calif.; and Greater Chicago Auto Auction (GE).

Although independent auctions failed to make the best-seller list, they are healthy. For example, Auto Dealers Exchange of Indianapolis, had sales of $383.5 million on 66,000 vehicles in 1988, up slightly from the prior year. It ranked seventh in last year's survey.

And Southern Auto Auction of East Windsor, Conn., grossed $351 million in 1988 on the sale of 63,900 vehicles, up from $367 million on unit sales of 59,000 vehicles a year earlier. It ranked 10th in the survey last year.

GM

FROM PAGE 1

ductivity," Yokich said.

Yokich already has challenged GM on plant closings when GM recently said it would idle the Lakewood, Ga., plant next March. The discussions between GM and the union may progress to arbitration.

Under the GM-UAW contract, plant "idlings" are allowed only when dictated by declining market conditions. Yet GM has idled plants in Pontiac, Mich., Leeds, Mo., and Framingham, Mass., since the current contract was negotiated.

Dick Long, president of Local 653 at the closed Fiero plant in Pontiac, said GM now faces more trouble persuading workers to make the commitment that Fiero workers made.

The Fiero plant was touted as a model plant for labor-management relations.

Nevertheless, GM closed the plant in 1988 when sales of the two-seater fell.

"This establishes an adversarial atmosphere," Long said of upcoming labor talks.

Although no plants in Canada have been officially closed, the Canadian Auto Workers union was no happier last week than the some UAW locals in the United States.

CAW president Bob White said at a press conference Friday that the shuffling of vehicle production across the border could mean the death of the Scarborough plant as van production moves to Flint, with no specific product lined up to replace it.

Workers at other plants that had bid on the Firebird and Camaro project were disappointed.

Particularly bitter are laid off workers at GM's closed Fiero plant, which produced the plastic-bodied Pontiac Fiero until it was discontinued.

"We thought we had the best shot," said Fiero local President Dick Long. "To say we are very unhappy is to put it mildly."

GM's Oklahoma City plant also lost out on the Firebird/Camaro bid. The plant, the first of a series of new plants opened in the 1980s, had proposed building the F-car along with its present line, the Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century.

The plant is expected to continue to build the Cutlass and Century when they are redesigned in the 1993 model year. The future of the Pontiac 6000 is undecided; it may be re-designed with the Oldsmobile and Buick or could be dropped.

Nevertheless, the plant has room to build a lot more than the 300,000 vehicles it produces a year.

Only workers in Flint were elated with last week's announcements.

GM will consolidate full-size van production into the Truck & Bus Group's assembly plant in Flint.

The Flint plant now builds full-size sport utilities and full-size crew cabs.

It was to lose those products at the end of calendar 1991 but had been promised a product to replace them. The sport utilities will be moved to GM's Janesville, Wis., plant.

GM said no timetable has been set to move the full-size vans to Flint. Nor will GM guarantee saving all 4,700 jobs at the plant. GM did not say if the Flint plant will build the current version of the van or the next-generation, set to debut in the 1992 model year.

While Lordstown will lose van production, it will continue to produce the Chevrolet Cavalier and Pontiac Sunbird.

The Lordstown components and assembly complex employs 11,000.

INVENTORY

FROM PAGE 2

ported a slimmer 55-day supply.

In September, Mercedes-Benz and Audi reduced stocks and days-supply numbers, while Suzuki, Alfa Romeo and Merkur remained at more than 100 days.

Among the Big 3, only GM cut both inventory and days-supply numbers. It reduced its domestic and captive import stocks by 4.19 percent to 739,397, a 58-day supply. On Sept. 1, GM had a 66-day supply.

Ford deflated its domestic and captive car stocks by 2.71 percent to 444,600. But its days' supply increased to 64 days from 57.

Combined car stocks for Chrysler dropped to 233,473, equal to a 68-day supply. The total was 4.63 percent below last month's, which was a 67-day supply.

Honda built up its stock of unsold U.S.-built and imported cars by 17.17 percent. On Oct. 1, stocks totaled 58,305 cars and were equal to a 31-day supply, up from 21 days on Sept. 1.

Combined car car stocks for Toyota dropped 8.47 percent in September to 82,835. Toyota started October with a 37-day supply, up from last month's 28 days.

Nissan cut its inventory 1.10 percent to 141,497 on Oct 1.

In September, Mazda reduced its unsold car supply by 1.44 percent to 39,905 units equal to a 48-day supply. Mazda began September with a 48-day supply of cars.

IMPORT DAYS' SUPPLIES

	Oct. 1, 1989	Sept. 1, 1989	Oct. 1, 1988
Chevrolet	65	53	113
Chrysler Motors	73	167	125
Acura	39	36	36
Daihatsu	67	75	72
Honda	31	23	18
Isuzu	95	48	108
Lexus	16	—	—
Mazda	46	37	48
Mitsubishi	99	60	70
Nissan	77	79	73
Subaru	71	77	75
Suzuki	203	125	—
Toyota	37	29	16
JAPAN	55	51	50
Audi	70	110	142
BMW	80	67	61
Mercedes-Benz	37	44	34
Mercury	104	68	80
Porsche	91	80	82
VW	127	106	103
GERMANY	83	80	80
Alfa Romeo	140	135	147
Ford	84	113	111
Hyundai	49	36	59
Jaguar	35	29	32
Peugeot	90	91	80
Pontiac	43	68	88
Eagle/Chrysler	217	290	231
Saab	69	64	57
Sterling	70	69	60
Volvo	50	47	44
Yugo	108	134	127
Other Countries	60	58	76
Total Import Cars	59	55	59
Geo Tracker	148	211	—
Isuzu	95	90	96
Mazda	48	55	58
Mitsubishi	82	56	96
Nissan*	65	24	37
Range Rover	34	51	44
Suzuki	106	94	384
Toyota	48	30	20
Dodge	50	106	113
Total Imp. Trucks	66	42	55
Total Imp. Vehicles	60	52	58

*Includes domestic trucks

DOMESTIC DAYS' SUPPLIES

	Oct. 1, 1989	Sept. 1, 1989	Oct. 1, 1988
Talon	89	124	—
Premier	75	65	105
Total Eagle	79	73	105
Horizon	22	22	54
Laser	92	61	—
Sundance	38	35	67
Reliant	58	73	48
Acclaim	77	86	—
Caravelle	—	—	67
Gran Fury	—	—	34
Total Plymouth	52	47	55
LeBaron K	—	—	42
LeBaron J	102	117	62
LeBaron GTS	139	179	64
Fifth Avenue (rwd)	77	37	114
Fifth Avenue (fwd)	138	—	—
New Yorker C	73	69	63
New Yorker E	—	—	214
Total Chrysler	100	92	66
Omni	25	20	59
Shadow	37	30	75
Daytona	102	87	67
Aries	54	71	57
Lancer	146	152	107
Spirit	93	102	—
Diplomat	—	—	47
Dynasty	59	63	47
Dodge 600	—	—	94
Total Dodge	63	53	61
CHRYSLER MTRS.	67	58	63
Escort	61	61	60
Mustang	75	61	77
Tempo	82	68	55
Taurus	45	47	84
Thunderbird	76	63	71
Probe	100	74	37
Crown Victoria	52	35	65
Total Ford Div.	66	58	64
Lynx/Tracer	71	73	102
Topaz	69	68	57
Sable	59	48	78
Cougar	60	57	41
Grand Marquis	38	28	40
Total Mercury	57	50	61
Continental	62	65	40
Lincoln	49	43	49
Mark VII	57	64	90
Total Lincoln	53	50	52
Total L-M Division	56	50	58
FORD MOTOR CO.	63	55	62
Skyhawk	37	60	61
Somerset/Skylark	65	79	75
Century	50	74	53
Regal	71	87	83
LeSabre	39	37	65
Reatta	81	87	185
Electra	56	67	51
Riviera	45	54	73
Total Buick	52	60	66
Cimarron	—	—	64
Allante	75	84	92
Seville	66	84	71
DeVille	46	60	40
Brougham	55	91	42
Eldorado	49	64	68
Total Cadillac	48	65	47
Geo Prizm/Nova	125	137	78
Cavalier	51	59	69
Camaro	76	60	109
Celebrity	34	45	67
Corsica/Beretta	79	78	105
Lumina/Monte Carlo	81	84	70
Caprice	44	54	100
Corvette	46	47	102
Total Chevrolet	67	71	84
Firenza	—	—	71
Calais	60	69	87
Cutlass Ciera	19	58	39
Cutlass Supreme	84	102	70
Olds 88	44	40	75
Olds 98	55	52	49
Toronado	63	92	65
Total Oldsmobile	44	61	59
Fiero	—	—	56
Sunbird	58	54	42
Firebird	78	53	81
Grand Am	62	69	52
Pontiac 6000	67	71	68
Grand Prix	92	99	60
Bonneville H	58	75	74
Paris./Safari	27	50	76
Total Pontiac	68	71	60
GENERAL MTRS.	58	67	67
HONDA	32	20	15
MAZDA	63	58	42
MITSUBISHI	42	37	—
NISSAN	108	51	16
TOYOTA*	34	25	9
DOM. TOTAL	59	57	60
Subcompact	54	39	37
Compact	57	54	51
Intermediate	64	68	70
Standard	49	47	61
Specialty	54	55	88

*Estimate

INCENTIVE WATCH

	Customer Incentives						Dealer Incentives	
		Finance Rates (Pct.) — Months —						
	Rebates	24	36	48	60	Expiration Date	Type	Expiration Date
Chrysler Motors (1988-89 models)								
Chrysler	$500 - $1,000	6.9	7.9	9.9	9.9	None		
Dodge Cars	$500 - $1,000	6.9	7.9	9.9	9.9	None		
Dodge Trucks	$500 - $2,500	6.9	7.9	9.9	9.9	None		
Eagle	$750 - $1,200	6.9	7.9	9.9	9.9	None		
Jeep	$500 - $1,000	6.9	7.9	9.9	9.9	None		
Plymouth	$500 - $750	6.9	7.9	9.9	9.9	None		
Chrysler Motors (1990 models)								
Chrysler	**$500 - $1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**		
Dodge Cars	**$300 - $1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**		
Dodge Trucks	**$500 - $2,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**		
Eagle	**$700 - $1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**		
Jeep	**$500 - $1,000**	**6.9**	**7.9**	**9.9**	**9.9**	**None**		
Plymouth	**$300 - $750**	**6.9**	**7.9**	**9.9**	**9.9**	**None**		
Ford Motor Co. (1989 models)								
Ford Cars	$500 - $1,000	6.9	8.9	9.9	10.9	None		
Festiva, Escort							$200 - $500, quota	Nov. 7
Taurus SHO							$1,000	
Ford Trucks*	$500 - $1,250	6.9	8.9	9.9	10.9	None		
Ranger, Bronco II							$250	Nov. 7
Lincoln	$1,000 - $1,500					None		
Mercury	$600 - $1,500	6.9	8.9	9.9	10.9	None		
Merkur	$3,000 - $4,000					None	$1,000	Nov. 7**
Ford Motor Co. (1990 models)								
Ford Cars	**$500 - $800**	**6.9**	**8.9**	**9.9**	**10.9**	**None**		
Festiva, Escort							**$200 - $500, quota**	**Nov. 7**
Tempo							**$250**	**Nov. 7**
Taurus SHO							**$1,000**	**Nov. 7**
Ranger, Bronco II	**$1,000 - $1,250**	**6.9**	**8.9**	**9.9**	**10.9**	**None**	**$200 - $500, quota**	**Nov. 7**
Mercury Topaz, Cougar, Sable	**$600**	**6.9**	**8.9**	**9.9**	**10.9**	**None**		
Continental							**$1,000**	**Nov. 7**
General Motors (1989 models)								
Buick								
Chevrolet Cars	$400 - $1,000	6.9	8.9	9.9	10.9	None		
Chevrolet Trucks	$500 - $1,250	6.9	8.9	9.9	10.9	None		
GMC	$500 - $1,250	6.9	8.9	9.9	10.9	None		
Oldsmobile	$200 - $2,500*	6.9	8.9	9.9	10.9	None		
Pontiac	$600 - $1,000	6.9	8.9	9.9	10.9	None		
General Motors (1990 models)								
Buick	**$200 - $1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**None**	**$1,000 - $2,000 on Reatta, Riviera, Park Avenue Ultra**	**Nov. 30**
Chevrolet Cars	**$750 - $800 on Corsica, Lumina, Prizm****	**6.9**	**8.9**	**9.9**	**10.9**	**None**		
Chevrolet Trucks	**$1,000 - $1,250 on S-10 Pickup, Blazer**	**6.9**	**8.9**	**9.9**	**10.9**	**None**		
GMC	**$1,000 - $1,250 on S-15 Pickup, Blazer**	**6.9**	**8.9**	**9.9**	**10.9**	**None**		
Oldsmobile	**$200 - $1,000***	**6.9**	**8.9**	**9.9**	**10.9**	**None**		
Pontiac	**$600 - $1,000**	**6.9**	**8.9**	**9.9**	**10.9**	**None**		
Audi (1989 models)							$1,800 - $4,500, quota	Oct. 31
Hyundai (1988-89 models)								
California dealers							$400	Nov. 2
Other dealers							$300 - $1,000, quota	Nov. 2
Isuzu (1989 models)							$1,500, based on quota	Dec. 31
Mazda trucks (1989)	$750					Nov. 1		
Mitsubishi (1989-90)							$500 - $1,000	Oct. 31
Nissan								
Stanza (1989)	$1,500 - $2,000			7.9	9.9	Dec. 4		
Axxess, trucks							$200 to $2,000	Dec. 4
Peugeot							$1,000	Dec. 31
Sterling	$3,500 - $5,000					Nov. 30		
Subaru	$500 - $3,000*					Nov. 2	$500 - $3,000*	Nov. 2
Toyota Cressida							$1,500	Nov. 2
Corolla, Camry							$500	Nov. 2
Volkswagen	$500 - $3,000	2.9	6.9	7.9	9.9	Oct. 31		

*Ford truck finance incentive applies only to Ranger and Bronco II **No expiration date for Scorpio

*Based on option package selected

*Based on option package selected. **$1,400 on Prizm for import owners.

*Rebates go to the customer in some regions and to the dealer in other regions

Chrysler reshuffles spiffs on old models; adds '90s

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Motors last week announced new incentives on 1990 cars and adjusted incentives on 1988 and 1989 models.

Chrysler also altered its special finance rates twice within a week, making the rates on its three-year and five-year finance program the lowest among domestic carmakers.

Meanwhile, General Motors added a rebate for import owners who buy 1990 Geo Prizms.

The 1988 and 1989 cars covered by Chrysler's new program and the amount of incentives are:

Dodge Aries, Plymouth Reliant, $750; Dodge Lancer, Chrysler LeBaron GTS, $1,000; Dodge Spirit, Plymouth Acclaim Highline, $500; Spirit ES, Spirit LE, Acclaim LE, Acclaim LX, $750; Dodge Shadow, Shadow ES, Plymouth Sundance, Sundance RS, $500; Dodge Omni, Plymouth Horizon without air conditioning, $500; Omni, Horizon with air conditioning, $750;

Also, Dodge Daytona, $500; Daytona ES, $750; Daytona ES Turbo, Shelby, $1,000; Chrysler LeBaron coupe Highline, $1,000; LeBaron coupe Premium, GT, GTC, $1,000; LeBaron convertible Highline, $750; LeBaron convertible Premium, GT, GTC, $750.

Also, Dodge Dynasty, $500; Chrysler New Yorker, $500; Chrysler New Yorker Landau, $500; New Yorker Landau with Mark Cross package, $1,000; Eagle Premier LX, $1,000; Premier ES, $1,200; Premier Limited, $2,000; Eagle Summit DL, Summit LX, $750; Summit DOHC, $1,000; and Eagle Medallion, $1,000.

Rebates covering Chrysler's 1990 cars are as follows: Spirit, Acclaim Highline, $500; Spirit ES, Spirit LE, Acclaim LE, Acclaim LX, $750; Shadow, Sundance, $300; Shadow ES, Sundance RS, $500; Omni, Horizon without air conditioning, $500; Omni, Horizon with air conditioning, $750; Dodge Daytona, $750; Daytona ES, $1,000; Dodge ES Turbo, Shelby, $1,000; Chrysler LeBaron coupe Highline, $750; LeBaron coupe Premium, GT, GTC, $1,000; LeBaron convertible Highline, $750; LeBaron convertible Premium, GT, GTC, $1,000; Dodge Dynasty, $500; New Yorker Landau with Mark Cross Edition package, $500; Chrysler New Yorker Fifth Avenue, $1,000; Fifth Avenue with luxury equipment or Mark Cross package, $1,000; Eagle Premier LX, $700; Premier ES, $700; and Premier Limited, $1,000.

On Oct. 7, Chrysler announced special finance rates through Chrysler Credit Corp. of 6.9 percent for one to 24 months; 8.9 percent for 25 to 36 months; 9.9 percent for 37 to 48 months; and 10.9 percent for 49 to 60 months. Three days later, it reduced its rates to 7.9 percent on 25- to 36-month contracts and to 9.9 percent on 49- to 60-month contracts. Chrysler's program runs indefinitely.

Chevrolet is offering import vehicle owners a $1,400 rebate toward the purchase or lease of a 1990 Geo Prizm. Domestic vehicle owners receive an $800 rebate.

GALE

FROM PAGE 4

"We're going to have to figure out manufacturing methods and processes that give us the flexibility to do things differently," Gale said.

Chrysler is using its Diamond-Star Motors plant in Normal, Ill., as a test bed to study manufacturing methods needed to make future versions of the sport coupe built there distinct from one another. The plant, a joint venture of Chrysler and Mitsubishi Motors, builds the Plymouth Laser, Eagle Talon and Mitsubishi Eclipse.

Simplifying the vehicle lineup with strong, trend-setting products is the key to cutting through market clutter and retaining loyal buyers, Gale said.

He also indicated that Chrysler is working on concept vehicles that will debut at 1990 auto shows.

The company is developing a futuristic vehicle — possibly minivan-based — that may use alternative energy sources. It is designed to combat air pollution.

Also under development is a post-LH car designed to balance the company's federal fuel economy ratings.

The concept vehicle is being developed in anticipation of an increase in the corporate average fuel economy standard to near or above 30 mpg. It would be positioned between small fuel-efficient vehicles and larger less-fuel-efficient cars in a zone described by Gale as "CAFE neutral."

Currently, Chrysler is accelerating development of a new PL small-car platform because of mounting government pressure for fuel-efficient fleets. For the 1990s, the company is also planning the larger LH sedans and a forthcoming LX luxury series to produce greater profit per vehicle.

Gale said company staffers put on "their propeller hats" and began looking far into the future to conceive a futuristic concept vehicle — possibly minivan-based — that is expected to debut at the North American International Auto Show in Detroit in January.

"One of the exercises we've done is to ask the guys in California to get all the Los Angeles and San Diego papers and all the material that is very current to see what is going on," Gale said. "Put them on the wall. Let's just stand back and look at the environmental concerns, the emissions problems, the smog, the congestion, the gridlock on the freeway. These things are incredibly frustrating to anybody who lives there."

Gales said Chrysler as a manufacturer must respond to the future of transportation rather than just develop replacement vehicles for existing market segments.

"How can we as a manufacturer respond to the future of transportation as opposed to just looking at replacement vehicles in segments we know today? How do we make that leap?" Gale said.

"I think we have to take a look at what is on the other side of the hill for us," Gale said. He said it is necessary to do something so different that a proposed vehicle — in large volume — might radically improve the environment.

The show vehicle to debut in Detroit will use combustible fuels, but Gale said the company is investigating alternatives.

PRODUCTION

Shutdowns keep output below par

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. production remained well below normal last week as high inventories closed three car plants and three truck plants.

Automakers scheduled assembly of 139,359 cars last week, 5.43 percent more than the previous week, but 11.00 percent below the year-ago week. The previous week's output was also affected by plant downtime. Normal weekly output is about 155,000 in mid-October.

Last week's estimated production was split as follows: General Motors, 43.72 percent; Ford Motor Co., 24.91 percent; Chrysler Motors, 13.81 percent; Honda of America Manufacturing, 4.97 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.22 percent; Toyota Motor Manufacturing U.S.A., 2.87 percent; New United Motor Manufacturing Inc., 2.66 percent; Diamond-Star Motors, 2.33 percent; and Nissan Motor Manufacturing, 1.51 percent.

Scheduled truck production last week was 63,506, down 0.99 percent from the prior week and down 20.95 percent from last year. The mid-October norm is about 80,000 weekly.

Ford said it will halt output at its Wayne, Mich., plant, which builds the Escort, on Nov. 22 to retool for an all-new Escort that is scheduled for spring introduction. The plant is slated to reopen Feb. 26; during its downtime, the Edison, N.J., plant will continue output of the 1990 Escort.

The Thunderbird-Cougar line at Ford's Lorain, Ohio, plant resumed production today after a two-week shutdown to balance inventory.

GM idled its Oklahoma City plant today for one week due to bloated inventories.

GM's Linden, N.J., car and Flint, Mich., truck plants remain idle until Oct. 23. Its Pontiac West truck plant in Pontiac, Mich., and its Wilmington, Del., car facility resumed operations today.

Chrysler's Warren, Mich., truck plant returned to work today after a two-week shutdown. GM's Bowling Green, Ky.; Fairfax, Kan.; and Detroit plants returned last week.

Holiday's effect mixed in Canada

Despite downtime for the Thanksgiving holiday last week, targeted Canadian auto production topped the prior and year-ago weeks.

Last week, automakers scheduled 18,244 cars, 10.30 percent more than the prior week, and 8.17 percent above the year-ago week.

The prior week's output was affected by downtime caused by slow sales and the year-ago week's build was cut by the holiday.

Truck output showed the effect of the short week. Last week's assembly was slated at 15,923, 13.59 percent below the previous week, and 9.61 percent below the year-ago week.

Chrysler Motors' Bramalea, Ontario, Jeep plant was expected to resume production today after downtime due to slow sales.

U.S. CAR	Week Ended Oct. 14, 1989	Week Ended Oct. 15, 1988	Week Ended Oct. 7, 1989	Oct. to Date	Jan. 1 to Oct. 14, 1989	Jan. 1 to Oct. 15, 1988
Horizon	1,000	1,543	1,091	2,091	24,997	64,409
Sundance	1,900	2,232	1,869	3,769	82,044	81,638
Reliant	0	2,217	0	0	0	71,093
Acclaim	2,600	0	2,685	5,285	99,844	0
Caravelle	0	0	0	0	0	9,265
Gran Fury	0	233	0	0	0	17,196
Total Plymouth	5,500	6,225	5,645	11,145	206,885	243,601
LeBaron K	0	0	0	0	0	7,912
LeBaron J	2,700	2,561	0	2,700	82,993	63,450
LeBaron GTS	0	250	0	0	2,946	7,502
N. Yorker C-Class	550	2,091	864	1,414	65,998	83,269
Fifth Avenue	800	969	1,681	2,481	18,483	25,064
Imperial	200	0	252	452	664	0
Total Chrysler	4,250	5,871	2,797	7,047	171,084	187,197
Omni	1,100	1,557	1,234	2,334	26,545	63,213
Daytona	1,800	1,757	0	1,800	65,029	61,035
Shadow	2,100	2,189	2,239	4,339	79,643	80,818
Aries	0	2,205	0	0	0	69,445
Dodge 600	0	0	0	0	0	8,549
Dynasty	1,800	2,774	2,044	3,844	103,901	84,721
Lancer	0	149	0	0	1,528	7,187
Spirit	2,700	0	2,875	5,575	87,280	0
Diplomat	0	344	0	0	0	15,712
Total Dodge	9,500	10,975	8,392	17,892	363,926	390,680
CHRYSLER MOTORS	19,250	23,071	16,634	36,084	741,895	821,478
Escort	9,775	9,680	9,438	19,213	271,996	319,931
Mustang	3,691	3,720	3,587	7,278	160,793	161,748
Tempo	3,198	3,773	3,061	6,259	118,422	146,598
Taurus	8,307	8,154	7,788	16,095	284,766	314,661
Thunderbird	0	333	0	0	115,889	91,259
Total Ford Div.	24,971	25,660	23,874	48,845	951,866	1,034,197
Topaz	1,202	1,518	1,339	2,541	55,266	56,172
Cougar	0	336	0	0	98,569	70,693
Sable	2,951	2,875	2,888	5,839	94,187	107,009
Total Mercury	4,153	4,729	4,227	8,380	248,022	233,874
Continental	1,681	1,506	1,455	3,136	50,761	39,872
Mark VII	554	751	478	1,032	16,410	21,026
Lincoln	3,358	2,258	2,899	6,257	96,609	99,892
Total Lincoln	5,593	4,515	4,832	10,425	163,780	160,790
Total L-M Division	9,746	9,244	9,059	18,805	411,802	394,664
FORD MOTOR CO.	34,717	34,904	32,933	67,650	1,363,668	1,428,861
Skyhawk	0	1,151	0	0	6,913	15,579
Skylark/Somerset	1,920	1,786	1,893	3,813	49,801	39,137
Century	2,673	4,448	2,718	5,391	104,548	103,540
Riviera	556	645	539	1,095	15,426	7,181
Electra	1,689	2,452	1,531	3,220	63,333	67,580
LeSabre (fwd)	3,894	2,896	3,260	7,154	121,345	107,414
LeSabre (rwd)	238	173	233	471	5,843	7,851
Reatta	211	236	202	413	4,803	7,782
Total Buick	11,181	13,787	10,376	21,557	372,012	356,064
Cimarron	0	0	0	0	0	3,693
Eldorado	621	777	739	1,360	23,384	27,967
Seville	407	580	519	926	17,145	17,913
Brougham (rwd)	1,500	1,051	1,620	3,120	43,988	27,258
Deville (fwd)	4,146	4,140	3,942	8,088	145,792	120,382
Allante	75	75	75	150	2,467	1,534
Total Cadillac	6,749	6,623	6,895	13,644	232,696	198,747
Cavalier	8,311	7,262	7,901	16,212	286,588	286,753
Camaro	1,995	2,783	2,103	4,098	81,471	74,880
Celebrity	0	3,831	0	0	70,720	145,185
Corsica/Beretta	0	9,596	4,346	4,346	298,206	339,563
Caprice	773	4,699	1,305	2,078	138,451	166,944
Corvette	560	562	0	560	19,896	17,932
Total Chevrolet	11,639	28,733	15,655	27,294	895,332	1,031,257
Calais	1,680	2,958	1,701	3,381	71,794	90,282
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	1,608	1,229	1,609	3,217	69,691	23,078
Cutlass Supreme	3,988	3,633	4,029	8,017	87,531	112,362
Toronado	556	315	274	830	7,391	12,160
88 (fwd)	4,339	3,320	3,932	8,271	111,557	124,540
88 (rwd)	165	199	240	405	6,210	9,192
Olds 98	1,314	1,699	1,262	2,576	57,083	57,842
Total Oldsmobile	13,650	13,353	13,047	26,697	411,257	434,686
Sunbird	4,085	2,496	3,149	7,234	115,871	85,445
Grand Am	4,800	5,208	4,795	9,595	190,329	190,045
Firebird	1,258	1,618	1,232	2,490	45,643	50,710
Grand Prix	4,030	4,000	0	4,030	103,365	110,227
Pontiac 6000	1,505	3,380	1,458	2,963	65,530	71,517
Bonneville	2,038	2,966	2,176	4,214	75,312	93,546
Safari/Parisienne	0	97	0	0	2,691	6,331
Fiero	0	0	0	0	0	13,297
Total Pontiac	17,716	19,765	12,810	30,526	598,741	621,118
GENERAL MOTORS	60,935	82,261	58,783	119,718	2,510,038	2,641,872
DIAMOND-STAR	3,242	0	2,784	6,026	61,871	0
HONDA	6,930	7,118	6,122	13,052	291,946	292,555
Civic	3,630	2,815	3,506	7,136	107,079	85,517
Accord	3,300	4,303	2,616	5,916	184,867	207,038
MAZDA†	4,485	5,658	4,448	8,933	162,065	112,552
NISSAN	2,100	2,877	2,427	4,527	93,923	90,220
NUMMI	3,700	702	3,808	7,508	158,405	112,368
Corolla	1,500	702	1,579	3,079	64,060	43,079
Geo Prizm/Nova	2,200	0	2,229	4,429	94,345	69,289
TOYOTA	4,000	0	4,046	8,046	111,493	0
VOLKSWAGEN	0	0	0	0	0	35,997
Golf/GTI	0	0	0	0	0	30,444
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	139,359	156,591	132,185	271,544	5,495,304	5,535,903
Total Cars, Canada	18,244	16,866	16,541	34,785	758,830	838,959
U.S., Canada Cars	157,603	173,457	148,726	306,329	6,254,134	6,374,862
U.S., Canada Cars and Trucks	237,032	272,216	230,479	467,511	10,315,003	10,361,209

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Oct. 14, 1989	Week Ended Oct. 15, 1988	Week Ended Oct. 7, 1989	Oct. to Date	Jan. 1 to Oct. 14, 1989	Jan. 1 to Oct. 15, 1988
Premier	0	1,049	1,033	1,033	28,282	47,391
CHRYSLER MOTORS	0	1,049	1,033	1,033	28,282	47,391
Tempo	2,688	2,544	0	2,688	102,772	137,792
Topaz	1,152	1,341	0	1,152	43,694	53,426
Crown Victoria	2,223	2,219	2,365	4,588	93,386	101,162
Grand Marquis	2,337	2,299	2,502	4,839	100,731	102,599
FORD MOTOR CO.	8,400	8,403	4,867	13,267	340,583	394,979
Celebrity	504	459	548	1,052	17,631	16,373
Cutlass Ciera	922	2,620	992	1,914	99,163	183,308
Lumina	5,036	0	5,388	10,424	126,643	0
Pontiac 6000	0	0	0	0	0	29,690
Regal	1,008	3,113	1,147	2,155	61,913	127,604
GENERAL MOTORS	7,470	6,192	8,075	15,545	305,350	356,975
HONDA	1,680	1,042	1,874	3,554	65,758	34,852
TOYOTA	550	0	512	1,062	12,523	0
VOLVO	144	180	180	324	6,334	4,762
Total Cars, Canada	18,244	16,866	16,541	34,785	758,830	838,959

U.S. TRUCK☆	Week Ended Oct. 14, 1989	Week Ended Oct. 15, 1988	Week Ended Oct. 7, 1989	Oct. to Date	Jan. 1 to Oct. 14, 1989	Jan. 1 to Oct. 15, 1988
Caravan	2,000	0	2,509	4,509	84,078	73,371
Dakota	0	2,386	0	0	74,226	85,246
Caravan C/V	50	0	112	162	5,407	10,162
Ram pickups	0	2,392	0	0	74,290	63,750
Total Dodge	2,050	4,778	2,621	4,671	238,001	232,529
Cherokee	4,000	3,897	3,987	7,987	174,648	145,037
Comanche	350	735	470	820	22,685	35,599
Grand Wagoneer	0	359	0	0	8,127	10,843
Wagoneer	150	210	157	307	6,449	8,795
Total Jeep	4,500	5,201	4,614	9,114	211,909	200,274
Voyager	1,900	0	2,437	4,337	78,565	68,411
Town & Country	50	0	38	88	2,949	0
Total C-P Div.	1,950	0	2,475	4,425	81,514	68,411
CHRYSLER MOTORS	8,500	9,979	9,710	18,210	531,424	497,668
Aerostar	4,100	4,888	4,028	8,128	178,168	164,961
Bronco	1,191	1,063	1,185	2,376	58,389	43,174
Bronco II	2,126	896	2,357	4,483	93,421	96,094
Econoline	4,188	5,598	4,210	8,398	177,732	190,230
Mediums/Heavies	1,284	1,167	0	1,284	47,331	52,376
Light trucks	11,059	11,329	9,471	20,530	416,295	390,233
Ranger	5,962	3,473	6,485	12,447	249,206	264,194
Total Ford Div.	29,910	28,414	27,736	57,646	1,218,542	1,201,262
FORD MOTOR CO.	29,910	28,414	27,736	57,646	1,218,542	1,201,262
Astro	2,928	3,504	2,992	5,920	130,046	139,997
Blazer	0	530	608	608	22,108	20,862
Mediums/Heavies	283	409	308	591	5,433	15,921
P-Model	789	965	0	789	24,445	32,910
Pickups	7,436	8,709	6,861	14,297	320,820	284,754
S-10	370	7,110	370	740	196,422	241,985
S-10 Blazer	0	3,551	0	0	142,853	133,103
Sportsvan/Van	1,850	1,888	1,944	3,794	77,133	76,095
Suburban	0	1,544	1,596	1,596	61,178	55,817
Total Chevrolet	13,656	28,210	14,679	28,335	980,438	1,001,444
Jimmy	0	177	92	92	6,721	6,054
Mediums/Heavies	497	556	456	953	9,603	29,384
P-Model	91	79	1	92	3,294	4,379
Pickups	2,164	2,819	2,767	4,931	98,173	87,150
S-15	0	1,173	0	0	48,568	55,076
S-15 Jimmy	0	911	0	0	40,937	37,532
Safari	832	936	779	1,611	34,938	35,847
Suburban	0	567	502	502	25,246	24,596
Vandura/Rally Vans	610	588	516	1,126	23,309	27,245
Total GMC	4,194	7,806	5,113	9,307	290,789	307,263
GENERAL MOTORS	17,850	36,016	19,792	37,642	1,271,227	1,308,707
NAVISTAR	1,456	1,810	1,490	2,946	64,167	68,628
NISSAN	2,340	1,363	1,960	4,300	95,548	73,600
AM GENERAL*	450	450	450	900	18,090	18,360
MISCELLANEOUS*	3,000	2,300	3,000	6,000	114,600	93,840
Total Trucks, U.S.	63,506	80,332	64,138	127,644	3,313,598	3,262,065

CANADIAN TRUCK	Week Ended Oct. 14, 1989	Week Ended Oct. 15, 1988	Week Ended Oct. 7, 1989	Oct. to Date	Jan. 1 to Oct. 14, 1989	Jan. 1 to Oct. 15, 1988
Caravan	2,740	2,933	2,828	5,568	114,693	110,613
Caravan C/V	110	198	84	194	8,551	9,895
Ram Wagon	400	727	516	916	20,760	20,546
Ram Van	1,480	2,172	1,904	3,384	57,176	55,206
Total Dodge	4,730	6,030	5,332	10,062	201,180	196,260
Voyager	2,270	2,699	2,323	4,593	99,115	100,010
Total Plymouth	2,270	2,699	2,323	4,593	99,115	100,010
Wrangler	0	1,035	0	0	62,273	39,778
Total Jeep	0	1,035	0	0	62,273	39,778
CHRYSLER MOTORS	7,000	9,764	7,655	14,655	362,568	336,048
FORD MTR. (lt. trks.)	2,888	2,878	3,011	5,899	123,655	127,441
Light trucks	2,949	2,704	3,714	6,663	127,006	121,234
Vans	1,124	1,185	1,435	2,559	46,704	46,431
Total Chevrolet	4,073	3,889	5,149	9,222	173,710	167,665
Light trucks	1,321	1,154	1,151	2,472	56,640	60,519
Vans	436	527	489	925	21,701	23,504
Total GMC	1,757	1,681	1,640	3,397	78,341	84,023
GENERAL MOTORS	5,830	5,570	6,789	12,619	252,051	251,688
NAVISTAR	205	215	160	365	8,997	9,105
Total Trks., Canada	15,923	18,427	17,615	33,538	747,271	724,282
U.S., Canada Trks.	79,429	98,759	81,753	161,182	4,060,869	3,986,347

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.